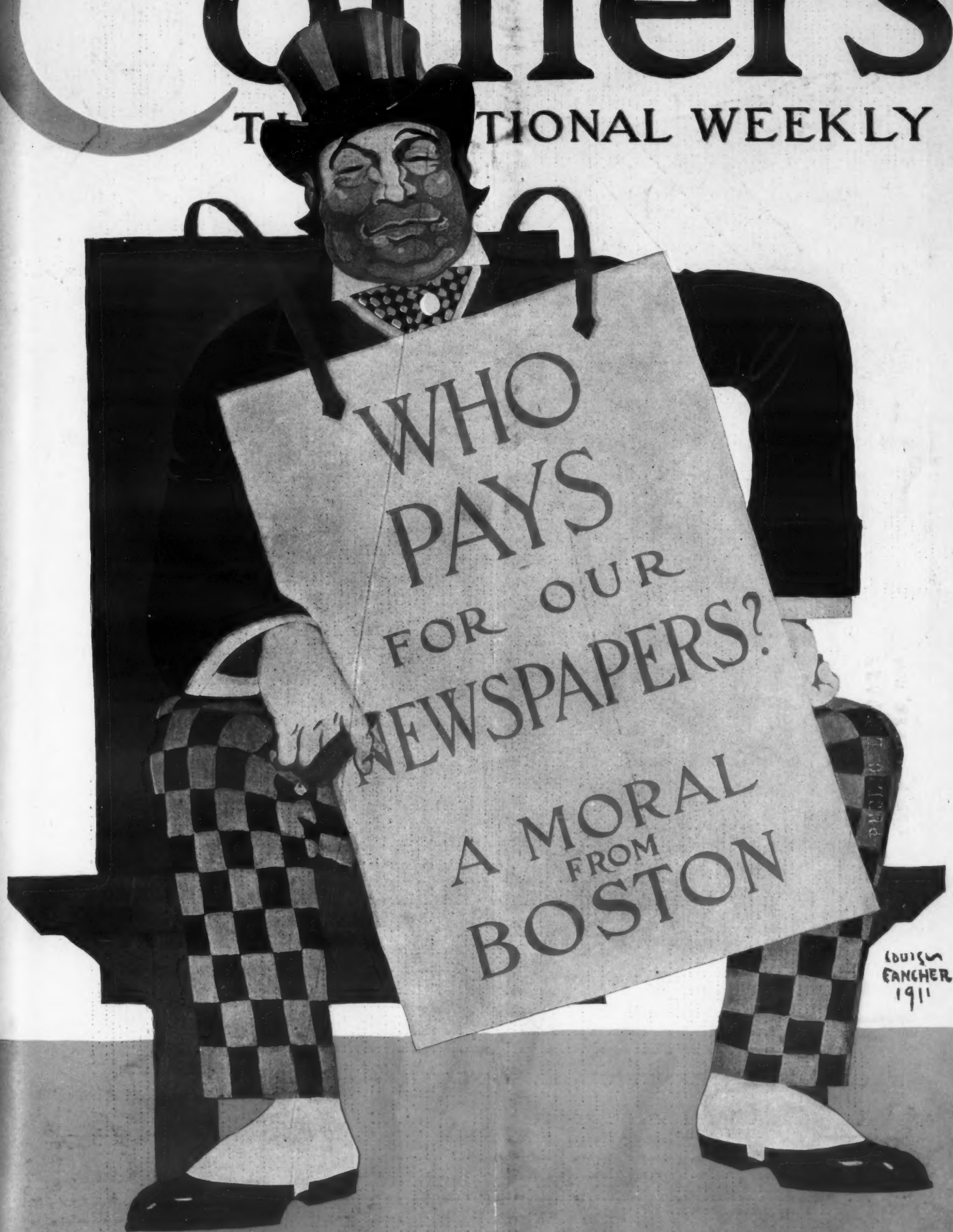


Revised

Collier's

THE NATIONAL WEEKLY



They sell it
on every corner!



Cigar stores, drug stores, candy stores, tiny stands—all sell the helpful tidbit

The pure mint leaf juice makes it loved by all, from six to sixty. Every store sells it because everyone likes it. Millions of white teeth, pure breaths and fine digestions come from it.

CHEW THE BENEFICIAL CONFECTION AFTER ALL MEALS!

Look for the spear!

The flavor lasts!



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Velvet

THE
SMOOTHEST TOBACCO

Neighbors—the morning walk and talk and a pipeful of Velvet. Velvet is made of the choice leaves of Burley tobacco. It's a delightful smoke. Cured so perfectly and made so skillfully that it is different from any tobacco you've tried. It's all quality—as rich and tasty and cool as a tobacco can be. There is not a tongue burn to a thousand pipefuls. But, why bore you with descriptions? One pipeful of Velvet will tell its own story better than many words. Get a can to-day. Try it. Then you'll know.

SPAULDING & MERRICK
Chicago, Ill.

In a neat metal can
10 cents

At your dealer's, or if he is sold out, send us the 10c. We'll send you a can to any address in the U. S. A.



Collier's

Saturday, May 27, 1911



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VOLUME XLVII

NUMBER 10

P. F. Collier & Son, Publishers, New York, 416-430 West Thirtieth St.; London, 5 Henrietta St., Covent Garden, W. C.; Toronto, Ont., The Colonial Building, 47-51 King Street West. For sale by Saabach's News Exchange in the principal cities of Europe and Egypt; also by Daw's, 17 Green St., Leicester Square, London, W. C. Copyright 1911 by P. F. Collier & Son. Registered at Stationers' Hall, London, England, and copyrighted in Great Britain and the British possessions, including Canada. Entered as second-class matter February 16, 1905, at the Post-Office at New York, New York, under the Act of Congress of March 3, 1879. Price: United States and Mexico, 10 cents a copy, \$5.50 a year. Canada, 12 cents a copy, \$6.00 a year. Foreign, 15 cents a copy, \$6.80 a year. Christmas and Easter special issues, 25 cents.

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Hotel La Salle

Chicago's Finest Hotel

The Managing Director of one of New York's most famous hotels on a recent visit to Chicago, said:

"Hotel La Salle is the equal of anything we have in New York. I did not realize that Chicago had such a magnificent hostelry, and the prices that prevail in this house are so much lower than in New York that I am amazed."

Hotel La Salle gives more for the price you pay than any other hotel in Chicago.

RATES:

ONE PERSON:	TWO PERSONS:
Room with detached bath, \$2 to \$3 per day	Room with detached bath, \$3 to \$5 per day
Room with private bath, \$3 to \$5 per day	Room with private bath, \$5 to \$8 per day

Connecting rooms and suites as desired.

All rooms at \$5 or more are same price for one or two persons.

Hotel La Salle
Geo. H. Gazley, Manager
La Salle at Madison Street
Chicago

At the Center of Chicago's Activities

Only Roof Garden in Chicago



A pair of hands, a bowl of water and Packer's Tar Soap

□ (Pure as the Pines) □

are all you need for keeping the scalp in that cleanly condition which is the first essential to hair health.

Wet the hair thoroughly. Work up a generous lather with your hands. Then apply the lather, working it into the scalp with the finger tips.

This method used regularly and systematically is your best protection against hair troubles. The pure pine-tar and other hygienic and cleansing ingredients as combined in Packer's Tar Soap, are exactly what your hair and scalp need.

Send for our booklet of practical information, "How to Care for the Hair and Scalp." Mailed free on request.

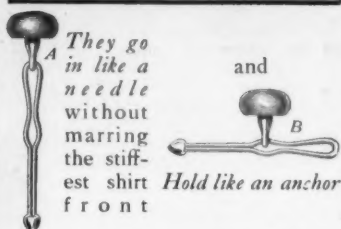
The Packer Mfg. Co.
Suite 88, 81 Fulton St. New York



No Spiral Springs No Solder Joints
No Hinges No Bother

IN THE

Krementz Bodkin-Clutch Studs and Vest Buttons

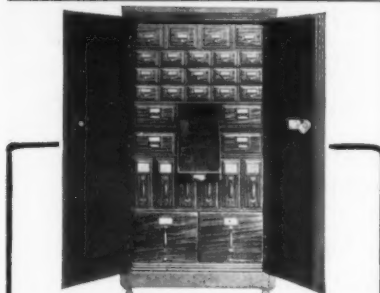


So much easier to operate than any other studs for stiff bosom shirts, that there is absolutely no comparison. Made in all qualities from Kremenz Quality Rolled Plate for ordinary wear, to the most expensive mother-of-pearl set with precious stones and mounted in gold or platinum.

Guarantee: A new button or stud free in exchange for every bodkin back that is broken from any cause.

Write for our booklet—"Solid Facts"

KREMENTZ & CO.
46 Chestnut St., Newark, N. J.
Makers of the Famous Kremenz Collar Button



For All Business Papers—

For valuable records, card index files, estimates, inventory, cost and stock sheets; or letters in standard, folded, cap and all commercial sizes—for just such papers and records as **any** modern business organization depends upon in the daily conduct of its affairs, which no insurance company will or **can** indemnify against loss the new—

Globe Cabinet Safe

offers invaluable protection against fire—at the lowest possible cost. With interchangeable interior possibilities, allowing for any individual arrangement desired, constructed entirely of steel, with air-chamber insulation—fitted with Yale combination or key lock—the **Globe Cabinet Safe** brings a perfect office filing system within easy reach of every business man. Write today for **FREE** catalogue No. 17-911.

The Globe-Wernicke Co., Cincinnati, U.S.A.
New York, 380-382 E. 4th St., Chicago, 224-228 Wabash Ave.
Boston, 91-93 Federal St., Washington, 1520 F St., N. W.



SURBRUG'S ARCADIA MIXTURE

Its aromatic delicacy will surprise you. It is the most perfect blend of tobacco you ever put in your pipe—the highest class—it stands all by itself, the KING of mixtures.

A tobacco that your women folks will like to have you smoke at home—you may never have known the luxury of a pipe smoke before.

Send 10 Cents and we will send a sample.

THE SURBRUG CO., 81 Day Street, New York



PATENT SECURED OR FREE RETURNED
Free Patent Book, Selling Guide and List of Buyers and Manufacturers of Inventions. **ADVICE FREE.** Send sketch.
FARNHAM & SUES, Attys., 556 F. St., Washington, D. C.

Weekly letter to readers on advertising No. 20

A READER of Collier's recently wrote: "Could you inform me of the standing of —? Last Summer they advertised in your paper but do not any more. Is there anything doubtful about them?"

There's nothing doubtful about them. A change in business policy, merely, is responsible for their not advertising just now.

The advertiser in question is not using any publications at present. Certain seasons of the year are more profitable to him than others,

—but at least it is gratifying to me to receive letters like the above. It is evident that these weekly talks are accomplishing their purpose in bringing into close touch the reader and the advertiser.

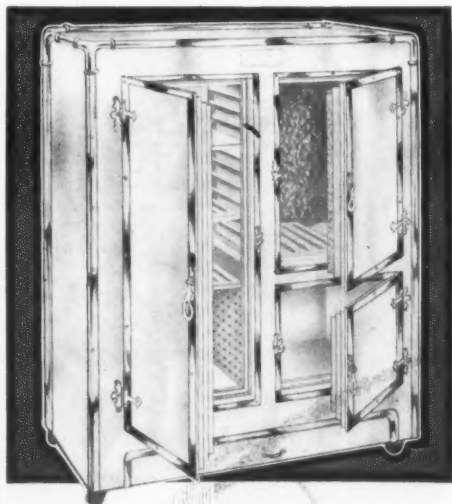
The reader knows that when an advertiser is represented in Collier's columns, that fact is proof positive of his responsibility.

And the same rule applies to any publication that will not accept advertisements from unreliable firms.

E. L. Patterson.
Manager Advertising Department

Bohn Syphon Refrigerator

keeps all kinds of food—milk, meat, butter, vegetables and fruit—in the same provision chamber without the slightest contamination.



White Enamel Refrigerator Co.

Main Office and Works, St. Paul, Minn.

Chicago Office and Salesroom:
Steger Building, Jackson Boulevard and Wabash Ave.

New York Office and Salesroom:
59 W. 42nd Street.

All the fruit from California is brought across continent in Bohn Syphon Refrigerator Cars. The big shippers have proved that the Bohn Syphon System keeps food in its natural, fresh state for the greatest length of time—with least cost of ice and care.

Delivered on 10 Days' Trial

Where we have no regular dealers we ship on approval for 10 days' trial. Freight paid both ways if not as represented.

Bohn Syphon Refrigerators are lined with Genuine White Porcelain Enamel—not paint—no seams or corners to catch dirt—kept immaculate by simply wiping. This lining is non-porous, strictly sanitary—does not discolor, crack or peel like so-called enamel which is merely enamel paint.

We also make the popular Minnesota Refrigerator. Our prices range from

\$19.00 Upward

Send today for both Minnesota and Bohn Syphon Catalogs and Terms—and select your most economical refrigerator.

TOURS



Free Guide Books

Write today. They tell you where to go to find just the kind of a good time you want. They describe the pleasures and pastimes of

New England Vacations

They give the location and altitude of every mountain, lake and seashore resort with detailed lists of 2,000 hotels and boarding houses, including rates and accommodations.

This Helpful Information FREE if you write at once for one of these books, **Manual of Summer Resorts**, N. Y., N. H. & Hartford R. R. Territory **New England Vacation Resorts**, Boston & Maine R. R. Territory **Vacation Board and Summer Tours in Maine**, Maine Central R. R. Territory **ADVERTISING BUREAU**, 906, So. Station, Boston, Mass., The New England Lines

"Quaint Cape Cod"

Send for this Book

Cape Cod's the place where you would enjoy yourself this summer.

We've a beautifully illustrated book that tells about the summer pleasures that await you on Cape Cod—the yachting, the bathing, the fishing, the golfing, and the social life.

Before you decide where to go this summer, send for "Quaint Cape Cod." It's free.

ADVERTISING BUREAU
Room 652
South Station, Boston, Mass.

FROM LONDON to the CONTINENT

Smoothest Sea Trip. New Palace Steamers, Largest and Fastest crossing the Channel.

NIGHT SERVICE—via Folkestone—Flushing

DAY SERVICE—via Queenboro—Flushing

The Quickest and Most Convenient Route from England to Northern and Central Europe.

Write for Booklets of Delightful Tours, including

Side Trips Through Holland,

The Picturesque Wonderland of Europe, at Very Small Expense—3 days—5 days—7 days—From London, Paris, Berlin—start any time from anywhere.

C. BAKKER, General American Agent

Netherlands State Railways—Flushing Royal Mail Route

Dept. C, 355 Broadway, New York

EUROPE Best Way to Travel at Moderate Cost. Send for Booklet.
J. E. GRAHAM, IDEAL TOURS
Box 1055-K, Pittsburg, Pa.

FREE Murray Style Book

Save \$30



The W. E. Murray Mfg. Co. 323 E. 5th St., Cincinnati, O.

From Factory To Horse



Lubricate—Burn cleanly

Leave no carbon deposit

ALL GARAGES—ALL DEALERS

Write for Booklet

"The Common Sense of Automobile Lubrication"

INDIAN REFINING COMPANY

INCORPORATED

First National Bank Building, Cincinnati, Ohio

123 William Street, New York City

W. P. Fuller & Co., San Francisco, Cal., Agents

CLASS PINS

DEPT. C DORREITYS BOSTON, MASS. U.S.A.

Editorial Bulletin

Saturday, May 27, 1911

The Advertiser's Case

In his ninth article on "The American Newspaper," published in this issue, Will Irwin discusses the perplexing interference of the advertiser with newspaper policies. In next week's issue he will show that the solicitor of the newspaper, not the advertising manager of the business house, is often primarily to blame. For example: A great New York newspaper is at present offering the influence of its news and editorial columns in exchange for advertising. That flagrant and startling instance is used to point the moral.

Letters from Jimmie Hare

The excellent photographs on pages 9, 10, 11, and 12 of this issue are the work of Collier's staff photographer, James H. Hare—he of the Cuban War, the Spanish War, the Japanese War, of balloons and aeroplanes. In between snapshots Hare writes to the office. Sometimes he telegraphs. His shorter communications are not always of great historic value, but his longer effusions, two of which follow, will give our readers some idea of what it means to be on the job at Juarez:

May 9, 1911.

This is a ludicrous situation. I am writing this at the Hotel Porfirio Diaz, in Juarez. The American insurgents and a few Mexicans are holding a portion of the town. Garibaldi and Raoul Madero are the only officers here, and they are three blocks away. I am within a stone's throw of the church and opposite the Custom House. I am in the unenviable position of being too far in front and afraid to retreat. I am waiting till dark; and it is now 4.38 p. m. Two men have just been shot a few yards away and are lying dead, and one man is upstairs badly wounded. The proprietor of this hostelry is the only man I have met in town who has stayed by his business. The bunch were in a few hours ago and drank a few bottles of beer, and some had wine. Several of the American detachment refused to drink anything. I have been on the water wagon for a month, but broke down here and paid 25 cents of Collier's good money for a bottle of stout; the landlord nearly dropped dead when I insisted on paying for it. He just cried with great excitement "Fuego!" which I supposed meant "fire," and after a lot of dumb motions took me upstairs where I saw the "corral," as he calls it, on fire; maybe it is the quartel; it seems to me it is the jail, and I am wondering if the prisoners are burning. Some, I believe, were released last night by the Insurrectos, but not all. I am surely in a tight corner. I have photographed the fire and am awaiting developments to see whether it fires this building. There are only a small handful of Insurrectos holding the position and the Federals are taking good aim. All the same, the American insurgents are afraid to tackle it, in case there is a bunch outside waiting to receive them. If these Americans and Garibaldi had any backing by the Maderists, they could clean this place out in short order. I have thought all along that they couldn't get anywhere near it, but here they are and here I am writing to you—the bullets are flying thick and fast outside, but I am in no danger while I stay inside. When it gets dark, I will return to El Paso, but there isn't enough money in the world to tempt me out just now. Garibaldi and Raoul Madero and the bunch have been driven down the street. Half a dozen Americans have just rushed in, and, greatly excited, are chiseling a hole in the wall upstairs to fire on the Federals in the Mission. Why Madero doesn't back them up, I can't imagine. Two companies of American soldiers could clean up the town, but there is no head to these people. I am awfully surprised that the Federals didn't keep them out of town. The firing is getting hot again and I may have to vamoose, so will conclude, and if I do get out all right to-night will wire you. General Navarro refused to pose for me a week ago—refused to allow me to photograph in town also. Here am I photographing in the town, and the General is in hiding. The bunch looted his house early this a. m.

May 10, 1911.

I wrote you a letter yesterday while under fire in Juarez. Began to think I was a goner for an hour or so. The few Insurrectos, mostly Americans, were surrounded by the sharpshooters, who are making good aim—two Americans were hit and several Mexicans. The fire I spoke of in my Juarez letter turned out to be the post-office. Several more buildings were fired last night. A man named Mandon went in with a white flag to ask General Navarro to cease firing for a few hours while dead and wounded were gathered in, and I decided to go with him. I had to leave my camera behind, but it was too dark to photograph, anyhow (6:30 p. m.). We were potted at all the time; no doubt the flag was not discernible at the distance. Each side claims they have had squads carrying white flags fired on, so neither pay very much attention to it any more. I was surprised to see how cool Navarro was; the place is a long way from being taken yet, in my opinion, while the handful of American insurgents are doing good work. They are not supported by the rest of the "army." The town could be taken with ease if the men were properly officered and troops "amenable to discipline" were assaulting. Say! it sure has been hot stuff these last two days. I shall not go in so far to-day unless I see signs of the town falling.

James H. Hare.

We Make Correction

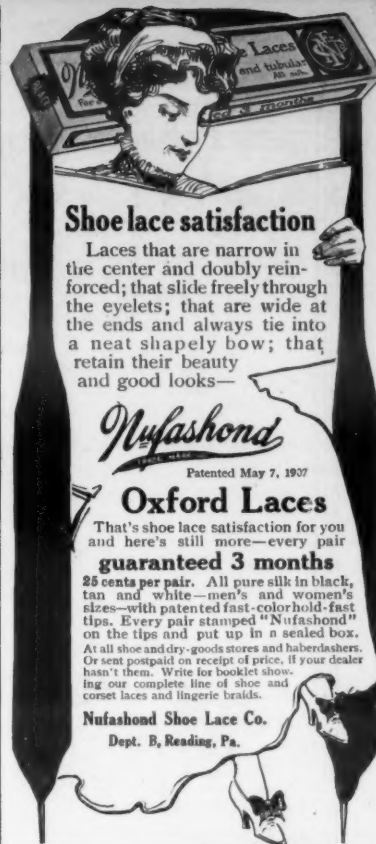
Mistakes will creep in—no matter how careful we may be—especially where information has to be accepted from newspaper despatches or hurriedly written captions from correspondents in the field. We are, therefore, always glad to correct any misstatements we may have made, and so we print this letter:

Nogales, Arizona, May 8, 1911.

Gentlemen: On page 15 of your number 7, vol. xlvii, of the 6th inst. you erroneously state that in the battle of Agua Prieta there were engaged 16,000 Federals against 1,000 rebels, when as a fact the number of Federal soldiers was 800 against 1,200 rebels, as you may ascertain from Governor Sloan of Arizona, United States Collector O'Keefe, and from other officials who were at Douglas at the time. I do not blame your paper, which is noted for its fairness, but your reporter or informant seems prejudiced, as unfortunately seems to be the case with about ninety-five per cent of the people of the United States, who, owing to the money spent in American papers by rebel sympathizers, influencing public opinion, have come to regard the rebels as heroes, when they are as a rule a lot of thieves and pirates, from Madero down to his last man. Madero has secured the services of all the outlaws of Mexico to assist him in this insurrection, and none but a criminal would be capable of making use of this dangerous element, which will bring everlasting damage to Mexico.

Yours respectfully,

A. Prieto.



Shoe lace satisfaction

Laces that are narrow in the center and doubly reinforced; that slide freely through the eyelets; that are wide at the ends and always tie into a neat shapely bow; that retain their beauty and good looks—

Nufashond

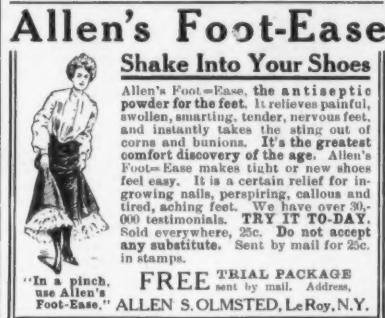
Patented May 7, 1907

Oxford Laces

That's shoe lace satisfaction for you and here's still more—every pair **guaranteed 3 months**

25 cents per pair. All pure silk in black, tan and white—men's and women's shoes—with patented fast-colored-fast tips. Every pair stamped "Nufashond" on the tips and put up in a sealed box. At all shoe and dry-goods stores and haberdashers. Or sent postpaid on receipt of price, if your dealer hasn't them. Write for booklet showing our complete line of shoe and corset laces and lingerie braids.

Nufashond Shoe Lace Co.
Dept. B, Reading, Pa.

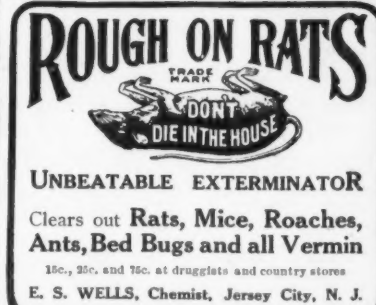


Allen's Foot-Ease

Shake Into Your Shoes

Allen's Foot-Ease, the antiseptic powder for the feet. It relieves painful, swollen, smarting, tender, nervous feet, and instantly takes the sting out of corns and bunions. It's the greatest comfort discovery of the age. Allen's Foot-Ease makes tight or new shoes feel easy. It is a certain relief for ingrowing nails, perspiring, callous and tired, aching feet. We have over 30,000 testimonials. **TRY IT TO-DAY.** Sold everywhere, 25c. Do not accept any substitute. Sent by mail for 25c. in stamps.

FREE TRIAL PACKAGE sent by mail. Address, **ALLEN S. OLMSTED, Le Roy, N.Y.**



ROUGH ON RATS

TRADE MARK

DON'T DIE IN THE HOUSE

UNBEATABLE EXTERMINATOR

Clears out Rats, Mice, Roaches, Ants, Bed Bugs and all Vermin

15c., 25c. and 75c. at druggists and country stores

E. S. WELLS, Chemist, Jersey City, N. J.



The Health Merry-Go-Round is a muscle and lung developer. Has four seats and is propelled by the feet and hands—it keeps children in the fresh air—it is fun as well as exercise—has a good organ that plays any tune, is ten feet across—can be set up anywhere—built of iron, steel and seasoned hardwood—can be had with or without canopy. If you have a sickly boy or girl get a Health Merry-Go-Round and watch the rapid development of the mind and body. Write today for details of 3 days' trial offer.

Health Merry-Go-Round Co., Dept. E-11 Quincy, Ill.



Rémoh Gems

Looks like a diamond—wears like a diamond—brilliance guaranteed forever—stands filing and fire like a diamond—has no paste, foil or artificial backing. 1-20th the cost of diamonds. Set only in solid gold mountings. A marvelously reconstructed gem. Not an imitation. Guaranteed to contain no glass. Sent on approval. Write for Catalog. It is free.

Rémoh Jewelry Co., 543 N. B'way, St. Louis



Boat and Engine Book **MAILED FREE**

Do not think of buying a Launch or Engine until you see our Handsome Book which explains

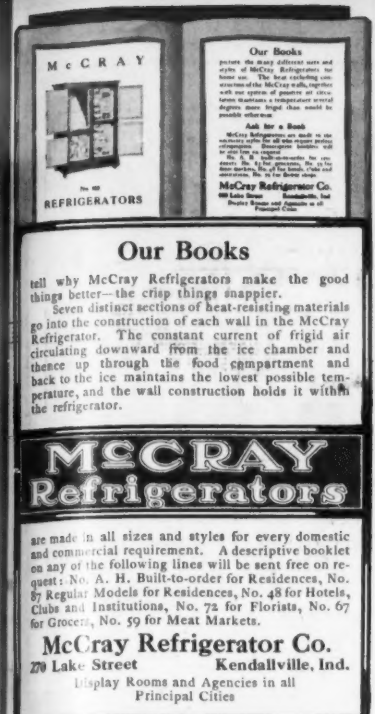
Four Wonderful Launch Bargains

Money back if not as represented. Write for free catalog. Special bargains in Wood reversible, self-starting engines to those building or buying their own hulls. Engines controlled by one lever.

C. T. Wright Engine Co., 117 Canal St., Greenville, Mich.

PATENTS: For facts about Prize and Reward Offers and for books of Great Interest and Value to Inventors, send 8c postage to **Pats. Patent Sense, Dept. 51, Washington, D. C.**

IN ANSWERING THESE ADVERTISEMENTS PLEASE MENTION COLLIER'S



McCray Refrigerators

Our Books

tell why McCray Refrigerators make the good things better—the crisp things snappier. Seven distinct sections of heat-resisting materials go into the construction of each wall in the McCray Refrigerator. The constant current of frigid air circulating downward from the ice chamber and thence up through the food compartment and back to the ice maintains the lowest possible temperature, and the wall construction holds it within the refrigerator.

McCray Refrigerator Co.
270 Lake Street
Kendallville, Ind.

Display Rooms and Agencies in all Principal Cities

New York Electrical School

offers a theoretical and practical course in applied electricity without limit as to time. Instruction individual, day and night school, equipment complete and up-to-date. Students learn by doing, and by practical application are fitted to enter all fields of electrical industry fully qualified. School open all year. Write for free prospectus.

29 West Seventeenth Street NEW YORK



Do You Like to Draw?

That's all we want to know. Now, we will not give you any grand prize—or a lot of free stuff if you answer this ad. Nor do we claim to make you rich in a week. But if you are anxious to develop your talent with a successful cartoonist, so you can make money, send a copy of this picture with 5c in stamps for portfolio of cartoons and sample lesson plate, and let us explain.

The W. L. Evans School of Cartooning
314 Kingmoore Bldg., Cleveland, O.

UNIVERSITY OF WISCONSIN

Summer Session 1911

Graduate and undergraduate courses. Graduate School, Law School, Colleges of Letters and Science, Engineering, and Agriculture. Opens June 26, closes August 4, except Law School (September 1). For illustrated bulletin, address Registrar, University, Madison, Wis.

WHAT SCHOOL

There is only one best school for each boy or girl. Write fully what kind of school you seek, location preferred, expense limit for school year, etc., and you will receive, free of charge, catalogues of schools meeting the requirements indicated. Complete 252 page Directory of all schools and colleges in the United States, mailed for 10c to cover postage.

EDUCATIONAL AID SOCIETY
School Information Bureau, 1625-57 First Nat. Bank Bldg., Chicago



400% Profit

In the photo button business

That's what our customers earn. One man writes, "It's better than a mint."

The Wonder Cannon Camera

will do the same for you. It is the biggest outdoor money-maker to date. Makes photo buttons at the rate of 1 a minute. No experience needed. Write for **Free Catalog**

Be your own boss. Be independent on only a \$25.00 investment. This buys a complete Cannon-Wonder Cannon Camera, Tripod and supplies to make 400 finished photo buttons. Will ship out upon receipt of \$5.00 deposit—balance C. O. D. Don't waste valuable time getting started in this Big Money-making business. Fair, street corner and all outdoor attractions offer big opportunities to hustlers.

CHICAGO FERROTYPE CO., Dept. A49, CHICAGO, ILLINOIS

STATE MAPS

WITH 1910 CENSUS

and details about postal and shipping facilities in all cities, villages and hamlets, together with hotel guide. These new maps are printed in eight colors, show all interurban electric and steam railroads, steamboat lines, etc.

Any State, in pocket form, 15 cents at booksellers', stationers' and news-dealers' or mailed by the publishers

C. S. HAMMOND & CO.
142 Fulton St., New York



"THE BEST" LIGHT

MAKES and burns its own gas. Produces 100 candle power light—brighter than electricity or acetylene—cheaper than kerosene. No dirt. No grease. No odor. Over 200 styles. Every lamp warranted. Agents wanted. Write for catalog. Do not delay.

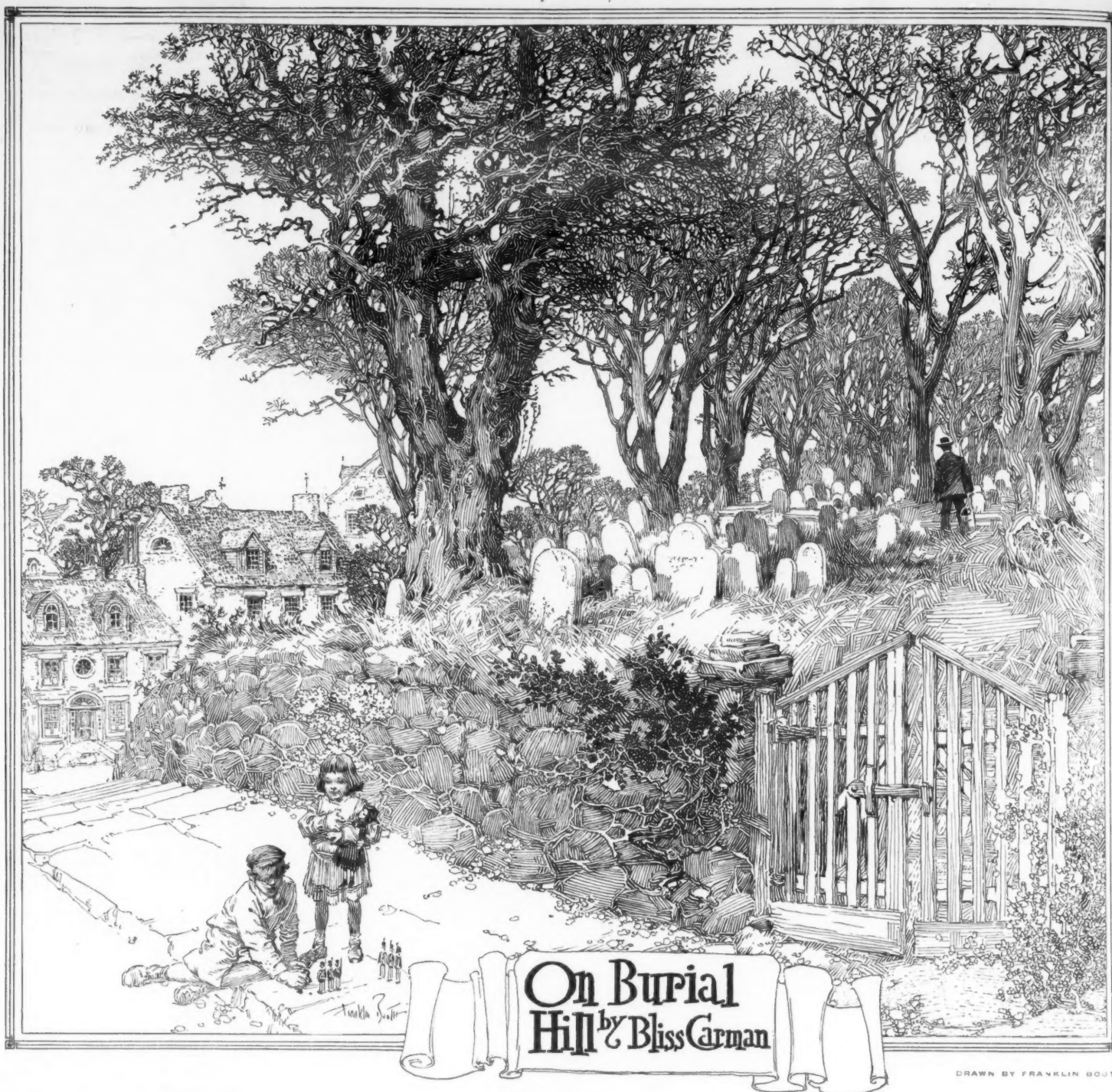
THE BEST LIGHT CO.
7-35 E. 5th Street, Canton, Ohio

Don't You Want Some Advertising Ideas?

Buy a page booklet with 2671 suggestions—catch lines, descriptive phrases, etc., for all kinds of ads, with a year's subscription to The Advertising World (15th year) all for 60c. Sample magazine for free. Every storekeeper and ad. student needs it. Write today.

THE ADVERTISING WORLD, Columbus, Ohio

IN ANSWERING THESE ADVERTISEMENTS PLEASE MENTION COLLIER'S



On Burial Hill by Bliss Carman

DRAWN BY FRANKLIN SOUTH

WHILE the slow-filtered sorcery
Of Indian summer lay
Upon the golden-shadowed streets
Of Concord yesterday,
We climbed the rocky path that led
Through hallowed air all still,
Where Concord men first laid their dead
To rest on Burial Hill.

HER sages and her poets lie
In Sleepy Hollow ground,
But here, unvisited, apart,
Her good men unrenowned,—
Those vanished folk who greatly did,
Because they greatly planned.
Here in the slanting mellow sun
Their sinking headstones stand.

CLOSE to the stone-walled village street
It rises in deep shade,—
This cherished place about whose base
Their first homesteads were made.
Here the first smoke rose from the hearth
To cheer them, great of soul;
And here for all the world to see
They set their Liberty Pole.

LITTLE blessed, lonely plot
Of our ancestral earth,
What dreams are here as we draw near
The dust that gave us birth!
Out of the ancient mighty dark
These Pilgrims not in vain
Proclaimed the good they saw, then turned
To dust and dreams again.

NEVER say their dreams are dead,
Since West and South and North
They sent their breed to prove their creed
In verity and worth.
Across the conquered leagues that lie
Beneath their dauntless will,
From tent and shack the trails run back
To the foot of Burial Hill.

SLOWLY we mount the wooded crest,
And there in golden gloom
Stands simple, square, and unadorned,
Our grandsire's altar tomb.
Upon its dark gray slated top
The long inscription reads
In stately phrase his townsmen's praise
Of his deserts and deeds.

THEIR "pastor of the Church of Christ,"
They wish the world to feel
The "luster" of his ministry,
His "meekness" and his "zeal."
I doubt not he deserved it all,
And not a word of ill;
For they were just, these men whose dust
Lies here on Burial Hill.

PERHAPS we wear the very guise
And features that he wore,
And with the look of his own eyes
Behold his world once more.
Would that his spirit too might live,
While lived his goodly name,
To move among the sons of men,
"A minister of flame."

SO might his magic gift of words,
Not wholly passed away,
Survive to be a sorcery
In all men's hearts to-day,
To plead no less for loveliness
Than truth and goodness still.
God rest you, sir, his minister,
Asleep on Burial Hill.



Collier's

The National Weekly



P. F. COLLIER & SON, Publishers
Robert J. Collier, 416-430 West Thirteenth Street
NEW YORK

May 27, 1911

The President's Best

SINCE HE ENTERED his present office, the President's most distinguished service has been his successful work for the world's peace. Whether or not he secures permanent arbitration of all disputes between Great Britain and this country, his efforts have in themselves been an education and therefore a step toward the goal. If accomplished, such a treaty will be enough to cause any administration to be remembered. Reciprocity with Canada would be valuable as an entering wedge in the struggle for a lower cost of living; it would also be one of the steps toward peaceful feeling in the world, and therefore to the endless advantages which continued peace will bring to those who do the world's work, pay the world's bills, and in the past have been the catspaw of the few. If the President keeps his head in regard to Mexico, even against advice from the powerful, that also will be added to his service in helping us away from the measureless economic loss of combat and hostility. "War," said WILLIAM ELLERY CHANNING, "will never yield but to the principles of universal justice and love, and these have no sure root but in the religion of JESUS CHRIST." The justice by which war is being opposed to-day is part of the growing realization that even foreigners are human; but part likewise, and still more, of the willingness to take account not only of the circumstances of the favored class, but of those also whose existence is a continued struggle for proper food, clothing, leisure, and education for their children and their wives.

Madame Calderon

THE BEST BOOK about Mexico—the one which gives the most complete picture of Mexican character, manners, and customs—is still the "Letters of Madame Calderon de la Barca," written seventy years ago. Madame CALDERON was the spirited and evidently charming young wife of the first Spanish Minister to Mexico after its independence. Scotch by birth and acquainted with society both in Europe and America, she viewed the vivid picturesqueness of the Mexican scene from an unusual point of view. She was equally at home, apparently, on horseback, in the middle of the night in a bandit-infested neighborhood, or in the pale-blue, satin-lined drawing-room of some Mexican marquesa. What the inhabitants of Mexico City have feared of late, she amiably went through a number of times. "Revolution in Mexico!" she wrote on July 15, 1840, "the storm which has been brewing has burst at last. The firing has begun, people come running up the streets. While I am writing, the cannon are roaring almost without interruption. I had just written these words when the Señora —, who lives opposite, called out to me that a shell had just fallen into her garden, and that her husband had but time to save himself. . . . The Señorita — having imprudently stepped out on her balcony, her house being in a very exposed street, a pistol-ball entered her side and passed through her body. . . . We pass our time on the balconies, listening to the thunder of the cannon, looking at the different parties of troops riding by, receiving visitors, who in the intervals of the firing venture out to bring us the last reports—wondering, speculating, fearing, hoping, and excessively tired of the whole affair." There are always two sorts of strangers in a foreign land—those who strap six-shooters about their waists and find trouble everywhere, and those who escape friction, even in the most difficult circumstances. Madame CALDERON was like the heroine in "Captain Brassbound's Conversion," who traveled all over the world and found everybody pleasant. When she met a cannibal she merely put out her hand and said: "How do you do?" Whereupon the cannibal grinned and responded: "How do you do?" like anybody else.

The Secretary of War

THE NEW MEMBER of the President's Cabinet is an ideal choice. Mr. STIMSON has shown in his former positions the administrative efficiency which is always needed in the War Department. The importance of a Cabinet Minister, moreover, is by no means altogether confined to his work in his own department, and Mr. STIMSON's excellence lies as much in his general character as in his special fitness. His influence in Washington will be that of a young, straightforward, able, and absolutely independent man, whose temperament is at once conservative and progressive. He is careful to make his start right, and then he goes ahead with force. In Messrs. FISHER and STIMSON the President has chosen men in whose characters and modes of thought the country can have entire confidence, and whose presence in the Cabinet will properly strengthen Mr. TAFT's standing with

the country. Our readers will remember how enthusiastically we supported Mr. TAFT for the Presidency. Later, we felt that, as Senator DOLLIVER put it, closely surrounded by persons who knew exactly what they wanted, he was the same kind of a failure that many of the Union generals in the Civil War were, when after doing brilliant work as division commanders they were raised to the highest post. We still believe that if Mr. TAFT were surrounded in the main by the right influences he might be a highly satisfactory President. If KNOX and HITCHCOCK, for instance, should insist on getting out, and Mr. TAFT were as successful in filling their places as he has been in the selection of FISHER and STIMSON, not only two other important departments but every branch of the President's work would be immensely strengthened.

Restraint of Trade

THE DECISION of the Supreme Court saves the Sherman Act. If that statute meant that, in this age of communication and mechanical advance in industry, every kind of combination were to be prohibited, it would merely interfere with business until it was inevitably repealed. As, however, restraint of trade had at the common law a perfectly settled implication of an effort toward monopoly, the Sherman Act is left expressing the attitude of reasonable men to-day. The United States is not absurd enough to believe that any combination of two grocery firms or little country express companies should be illegal. It is merely fighting monopoly, and the decision of the Supreme Court, in making that distinction clear, is of service to business and to the whole community.

A Great Future

CANNED SOUP, put up by the best manufacturers, is superior in taste, cleanness, and wholesomeness to the product of the average family cook. The finest corned beef you ever ate was probably canned, and the same superiority on the whole applies to baked beans and a number of other foods. There is a vast future possible for manufactured foods, and it depends on nothing except high standards. If the label tells the truth, and if the processes are the most desirable known to science, confidence will increase with experience and the business will grow beyond calculation. To bring this about the manufacturers need only have faith in excellence and in truth. For example, they should realize that a law requiring the date of manufacture to be stamped on every can or package could in the long run do their business only good. In the end, whatever is best for the public is best for trade.

Foreign Trade

THE STEEL TRUST during March sold more rails abroad than at home. The price it received abroad is not known—that is one of those bits of desirable knowledge which a Federal investigation will uncover. But every well-informed person knows that the price that Mexicans and Australians paid was about four dollars lower than the \$28 a ton which has been the fixed, unvarying price in the United States since the day the Steel Corporation was organized.

Please Answer

IF THE STEEL TRUST makes rails for Australia at \$24 a ton, and for the United States at \$28 a ton, which of the two nations is the beneficiary of the American tariff?

Logic for Croesus

FROM THE MIDDLE of a column of friendly gossip concerning Mr. J. P. MORGAN, in the "Wall Street Journal," we take two sentences:

Upon the receipt recently by one of his associates of a certain cablegram from J. P. MORGAN, orders for railroad equipment and supplies suddenly increased. Orders for cars, engines, and rails have since become rather numerous.

In that brief quotation is epitomized the situation which abundantly justifies the proposed investigation of the Steel Trust. Mr. MORGAN as head of a dozen railroads is the buyer of millions of tons of rails and equipment; as head of the Steel Corporation he is the seller. In fixing the price, what consideration governs? Does he make it high, in order to profit the Steel Corporation? Or does he make it low, in order to profit the railroads? To which trust is he faithful? If the cynical persons suspect that he is faithful to neither, but favors now one, now the other, with the purpose of raising the price of steel shares, or of railroad shares, as suits his personal interest, who is to be blamed that the

suspicion is reasonable? Not a lawyer in the country but knows Mr. MORGAN'S position is indefensible; there is not a business man who would tolerate the same situation applied to his own business for twenty-four hours. Would Mr. MORGAN permit his butler to be a partner in the butcher firm that sells him meat? If his coachman does not take a commission on the horses and harness he buys, Mr. MORGAN has reason to be grateful for the triumph of early training over a conspicuous and successful example.

Shortcake

WISTFULLY VIEWING the map, in this season of wanderlust, we see the State of Arkansas printed in strawberry red, and also fragrant with thousands of shortcakes:

Much have I travel'd in the realms of gold
And many goodly states and kingdoms seen. . .

But oh, rare Arkansas! Once one has lived a week in the Strawberry Belt of that land in the height of the season, he never may again behold a shortcake without emotion. KATIE, with her hair in two long pigtailed tied with huge pink-ribbon bows, served in Bergman the honest Arkansas shortcake, and when it came time to leave that speck of a town we felt almost as homesick as if we were about to say farewell to half a dozen or more blood relatives. KATIE'S pa, who owned the hotel, had traveled much; and there were lonesome CHARLIE, who dwelt in a shady valley close by an old-time water-wheel mill, and Dr. NAMELESS, who ran the drug store and loved his family horse. At Mountain Home, ten miles from any railroad, where we didn't know a soul in town till two minutes before the bell rang for six o'clock dinner, we had another pretty shortcake, luscious as the Bergman brand; and there it was that Editor SHIRAS told us how he came to Arkansas looking up some mining lands, fell in love with purple hills, and couldn't leave again. JERRY SOUTH had us over to his house after dinner and quoted WALTON for a page. We asked JERRY: "You've been an attorney?" He said, yes, he represented a railroad in that section of the country. "And you've mixed in politics a little?" we hazarded. "Yes," said JERRY, "I've been Lieutenant-Governor of Arkansas."

We were forgetting about the shortcake. Physicians say the strawberry is the most injurious of fruits, but that is when it has been kept. Fresh from the patch its charm may be enjoyed in innocence of heart, and around few eatables lingers as much desire.

A Standpat Organ

THE WASHINGTON "POST" is a sort of semi-official organ for the Standpat forces. In reference to the grand-stand imitation of the Boston Tea Party, staged a while ago in Alaska, this paper says:

Secretary BALLINGER'S gallant efforts to withstand the forces of folly only resulted in his own destruction.

Wishing to have everything given to the GUGGENHEIMS at once, it asks:

Why not subordinate what may be to what is, and cut the Gordian knot now?

ROOSEVELT and GARFIELD wanted the resources of Alaska opened immediately, on terms fair to the public, and to do this, and do it right, rests only with Congress; but ROOSEVELT and GARFIELD could not have been scared to death by a handful of Guggenheim puppets in dress rehearsal. The Washington "Post" is owned by JOHN R. McLEAN, who also owns the Cincinnati "Enquirer." At one end he makes money by public-utility thimble-rigging, and at the other by advertisements which could, if the Government so chose, lead him into danger. The general slump that there is in Standpatism at present may be fairly illustrated by the fact that Mr. McLEAN'S Washington paper was making a great deal of money a few years ago and is making almost none at the present moment.

On Reporting News

ON THE SECOND DAY of this month a great hulk of a man fell into New York Bay, off the Battery wall. There was some sea, much wind, and very chilly water. A small, rather feeble priest, past middle age, jumped in after the six-footer. Any one seeing the little white-haired man diving into the cold water felt that the episode contained something heroic. But of actual rescue work the priest did none. The water both numbed and dazed him, and he floated around, seized a life-belt, and was brought to shore by a burly patrolman. The other man was saved by a second patrolman. The practical business of the rescue was done by the swift police launch and its adequate patrolmen. Organization, discipline, efficiency, once more revealed themselves as the forces doing the actual work of the world. The essential truth was that a transaction containing an element of heroism had taken place. On that human-interest motive the papers went right, as usual, but on the facts there was a series of inaccuracies. The "Sun," which deservedly has a high reputation for precision, made seven misstatements in telling of "Priest Into River After Man." "Dr. SAVAGE of the Volunteer Hospital was waiting with an ambulance when Father RYAN and VECIAN were taken off the launch at the police pier." In that one sentence there are three misstatements. The ambulance arrived in excellent time, but it was several minutes after the two men had been floated to shore, "worked over," and then walked a tenth of a mile to a shelter. Reporting is one remove from eye-witnessing. It is a composite of interviews with excitable spectators of unscientific methods of observation. The details, as filled in by them, will always

be strangely and perversely altered as they travel from the eye to the tongue. The "feeling," however, which a mass of human beings possesses about a given event will usually emerge clear and right out of all the chaotic blurred appearance of its surface incidents.

A Proposal

JOSEPH H. CALL of Los Angeles, who as a special prosecutor for the Government was instrumental in recovering from the railroad millions of acres of illegally acquired Government lands, points to some of our neglected opportunities which the completion of the Panama Canal will emphasize. The bulk of freight between Atlantic and Pacific ports moves by rail. Foreign ships are carrying freight at an average of less than \$4 per ton for a 15,000-mile haul. The railroads are receiving for the land haul more than five times as much as foreign ships receive for a water haul of the same distance. There are, of course, some differences that make comparisons unfair, and, on the other hand, some modern instances which can not be explained away. Recent reports of the Interstate Commerce Commission show that the transcontinental railways control all coastwise vessels touching at Pacific Coast ports, excepting alone the Hawaiian steamship line. The railroads are extending their ownership of water-front and wharf facilities on both Atlantic and Pacific Coasts, and, by the acquirement of local electric lines, are extending their monopoly of inland transportation from the various ports to the immediate interior. Mr. CALL urges the establishment of Government-owned steamship lines between Atlantic and Pacific ports—either that or absolute, effective regulation, which for the present he thinks is an iridescent dream.

Aftermath

WE REJOICE TO REPRODUCE in part an account of how Benton Harbor, Michigan, received a recent editorial of ours upon "The World's Greatest Family Reunion"—that promoted by the Hon. FUNDY E. SHOUDY, Peppermint King of Berrien County. SHOUDY, with a smile so bright it made a halo around his whiskers, borrowed a COLLIER'S from FRED HOBBS Sunday morning, after FRED had sworn he wouldn't sell it for a dollar and there wasn't another copy left unsold in town. After attending services at the Universalist Church, the Peppermint King stopped HOBBS on the sidewalk outside. "How is it that these fellows ever got onto my name?" asked Hon. SHOUDY. "How'd they know I'm short and you're so tall and that we go to picnics together?" HOBBS had to laugh—not that he was quite sure himself, but because Father FUNDY was so much in earnest. "I don't know," HOBBS answered, "but those newspaper folks are mighty sharp. They're shrewd!" The Peppermint King shook his head for admiration. "Well," he reflected, "it's a great advertisement, and may bring people here from Germany, as we are Germans." One of COLLIER'S Benton Harbor correspondents, after chronicling this, appends: "The short of it is that HOBBS is having lots of fun with SHOUDY and SHOUDY evidently is quite proud to be written about and have same appear in so popular a magazine as COLLIER'S, the National Weekly." We wish everybody in that respect was like SHOUDY.

Willing Progress

THE INTERNATIONAL HARVESTER COMPANY was the first corporation in the United States voluntarily to adopt an employers' liability system. In arriving at a basis the company figured out what it paid to the bonding company which insured it against liability. It appeared that fifty per cent went to lawyers, twenty-five per cent to the bonding company, and twenty-five per cent to the injured person. Under the present system, the full amount goes to the injured employee. There are no costs, no expenses, no intermediaries. The employee knows in advance what he will receive for any kind of an accident. When a factory accident occurs, the question of fault is disregarded. If a man is hurt in the shops or while on duty, he is paid. If, for example, an employee receives a bad burn and is laid up for two months, he receives half pay for the two months regardless of negligence. To the man who is disabled and unable to work the company pays one-fourth of his wages for the first thirty days, and then half wages for not exceeding two years. If the disability is permanent, he is paid a life pension equal to eight per cent of the amount of the death benefit. By contribution these proportions can be increased. An assistant foreman was killed in 1910 in the works of the Harvester Company by the falling of a bundle of steel which was being carried on an electric crane. Had the company been called upon to defend itself in court, it would probably have defeated the claim under the doctrine of contributory negligence and the fellow-servant rule. The suit might have occupied the courts for five or six years. The time of most pressing need would have passed. The family would have readjusted itself. The children would have been grown up. The company tendered the widow three years' pay—\$2,700. She gladly accepted it. Two weeks after the accident she received the full amount. The company has about fifty different nationalities in its various works. It has published a book of rules in ten different languages telling the workmen what to do to prevent accidents. The company is interested in preventing accidents, of course; the relations between capital and labor are indescribably fairer all round than they were before capital began its new enlightened policy.

WHAT THE WORLD IS DOING

A PICTORIAL RECORD OF CURRENT EVENTS



Madero and His Staff Entering Juarez After the Surrender of General Navarro

After three days' fighting, the city of Juarez was captured by the Insurrecto leaders, Garibaldi and Orozco. General Madero later entered the city and there set up his headquarters in the Custom House, declaring Juarez the capital of the Provisional Government of Mexico. General Navarro and his officers were paroled and nearly five hundred Federal troops were made prisoners, many of them later joining the Insurrectos. There has been no disorder and little drunkenness in Juarez.

PHOTOGRAPH BY JAMES H. HARE, COLLIER'S STAFF PHOTOGRAPHER. COPYRIGHT 1911 BY P. F. COLLIER & SON

WHAT THE WORLD IS DOING

PHOTOGRAPHS BY JAMES H. HARE, COLLIER'S STAFF PHOTOGRAPHER. COPYRIGHT 1911 BY P. F. COLLIER & SON



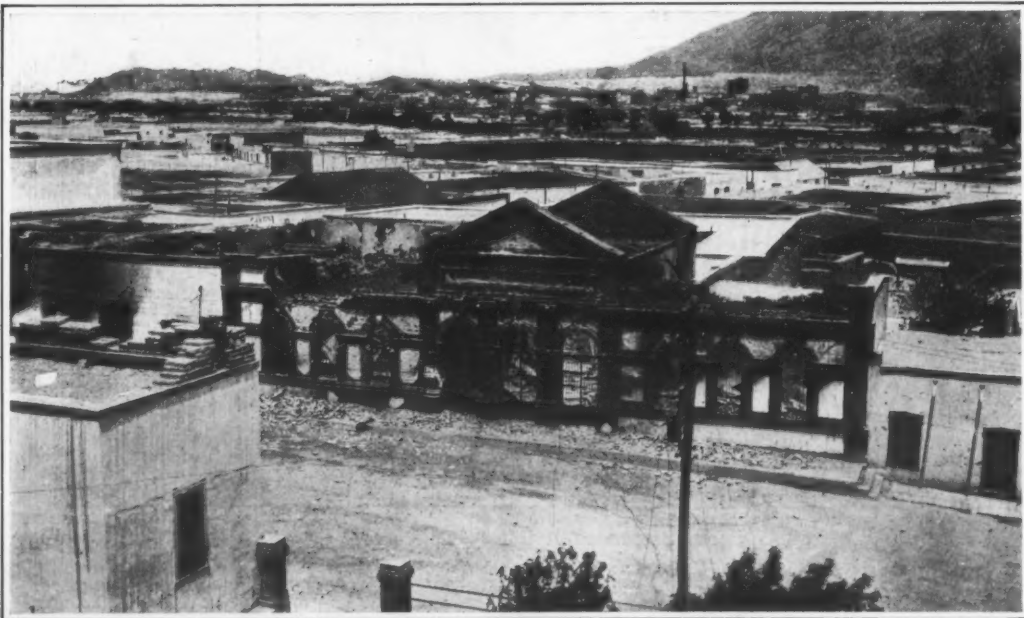
Taking the Federal General Navarro from the Barracks, Where He Surrendered, to the Municipal Building, in Which the Federal Prisoners Were Confined. After being deserted by some of his officers, and after his principal commanders had been killed or wounded, and fearing that his men would desert, the Federal General surrendered the city of Juarez on May 10. Two mortars, two field guns, several machine guns, and large stores of ammunition fell into the hands of the Insurrectos.



Photography Under Difficulties. The window was shattered by a bullet just before this photograph was taken.



The Attack on Juarez. Colonel Garibaldi and Major Raoul Madero watching the effect of the heavy fire which the Insurrectos were pouring into Juarez.



The Ruins of the Post-Office in Juarez After the Fire and Battle. On the afternoon of May 9 the Post-Office was destroyed by a fire which spread to several other buildings.

The Meaning of the Revolution

A brief explanation of the causes and conditions which have created civil strife in Mexico

By FREDERICK PALMER

CHAPULTEPEC with guns mounted for a siege; the banks of Mexico City loopholed for rifles; Guadalajara, the second city in Mexico, surrounded; Juarez and Cananea taken; insurrection in every part of the country—all this is a voice of a Direct Primary of force. The Mexicans have been exercising the Recall with rifles in place of ballots.

Not in the taking or the losing of towns, but in the universality of the revolt, do we find the significance of the situation. Only a few months ago the courtiers about Diaz were saying: "Oh, that little revolution up in the north! Diaz will take care of that, as he has of the others. It doesn't bother us down here in the capital!" They could not believe that there could be an end of the power of the Diaz magic.

Mexico was a land ruled from the apex of a pyramid. For more than thirty years Diaz has done all the voting for the Mexicans. He ordered himself re-elected; he ordered his governors re-elected. He was the autocrat of fifteen million Mexicans, of whom twelve millions are of Indian or mixed Indian blood—the peons with the steeple hats who illustrate the tourist folders of "See Picturesque Mexico."

Diaz, who was once the idol of the masses, in the infirmity of age forgot his peons. He himself has Indian blood. To the Indians, as well as to all other classes, he was the deliverer of the land from the French. The great mass of the population before his day (and the day of Juarez) never had had any voice in government. They were wholly illiterate. They had their heritage of suffering under the Spanish conquerors, with its increasing rapacity and corruption in the last days of Spain's rule.

After independence was won in 1821 their lot did not change. The feudal lord of the great estates and the clever politician took the place of the Captains-General as their rulers through the turbulent period until the war with the French. Under the system of forced labor they were practically serfs. So when an Indian speaks of a man as a foreigner he does not mean an alien Spaniard or Frenchman. He means any white governor, landowner, or *jefe politico* who continues the autocracy which makes the peon a pawn in the land of his fathers.

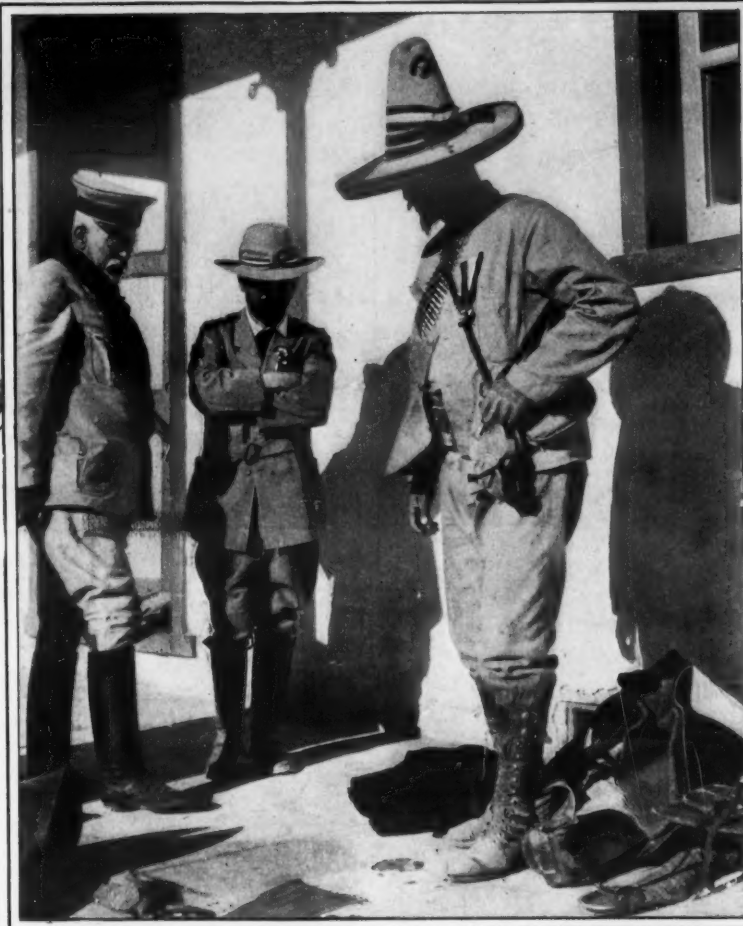
In his youth, Diaz was just such a type as Orozco of Madero's army. To the old Spanish families he was a parvenu. But the battalions were on his side.

A RECORD OF CURRENT EVENTS

PHOTOGRAPHS BY JAMES H. HARE, COLLIER'S STAFF PHOTOGRAPHER. COPYRIGHT 1911 BY P. F. COLLIER & SON



A rebel sharpshooter

Vanquished and Victor
Generals Navarro and Madero

Quick repairing of telephone wires



The bells were kept ringing by relays of soldiers



An insurrecto kneeling before the figure of a saint thrown out of the Mission Chapel



Firing on the Federal soldiers from behind the bullet-pierced walls

He had all the pure-blooded Indians and all the people of part Indian blood.

To the prestige of his victories in war and his Indian blood he added that of fear. In making an orderly state he ruthlessly put down every uprising; he organized chosen brigands into the national Rurales, who hunted down the brigands that were so unfortunate as not to be chosen. In the days of his vigor he knew his country from end to end: the hacienda-owner, the aspiring politician, and the peon. He kept a close watch on his army to see that it was efficient. A file of loyal soldiers provided the cure for any sign of disloyalty. He could be as merciless as an Alva.

Yet he stood for comparative progress—progress under him as a master. He has seen the country webbed with railroads and telegraph wires. He has done a good deal for public education if you consider that practically nothing was done before his time. No honest critic will deny that, on the whole, the position of the peon is better than before Diaz. However, the Russian peasant was better off under Alexander II than under Peter the Great, and yet refused to be content. He used the opportunities which emancipation gave him to gain more freedom later on under Nicholas II.

Two billion dollars of foreign capital have flowed

(Continued on page 98)



Insurrectos drawn up before the barracks while the dead and wounded are being removed

WHAT THE WORLD IS DOING

PHOTOGRAPHS BY JAMES H. HARE, COLLIER'S STAFF PHOTOGRAPHER. COPYRIGHT 1911 BY F. P. COLLIER & SON



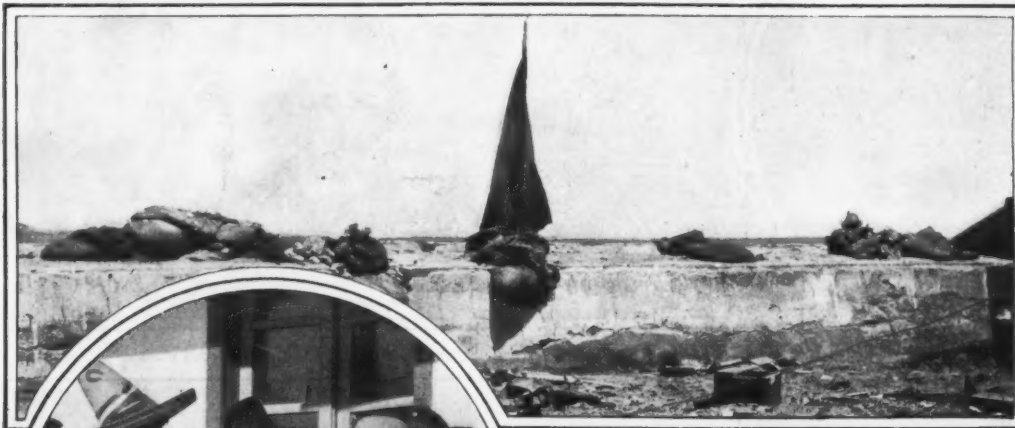
The Federal soldiers were glad to be captured, and joined the Insurrectos with alacrity



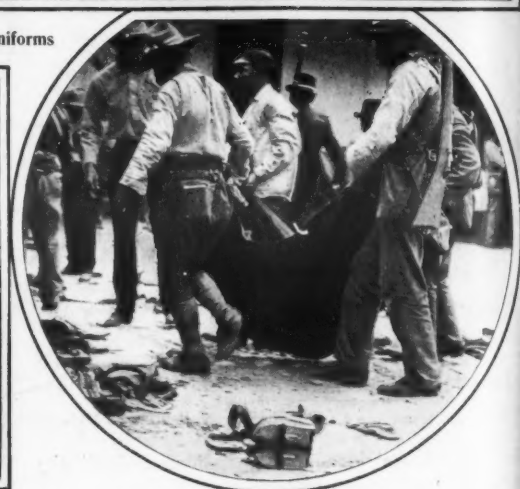
The Insurrectos seldom expose themselves to Federal sharpshooters



The Federal soldiers throwing away their uniforms



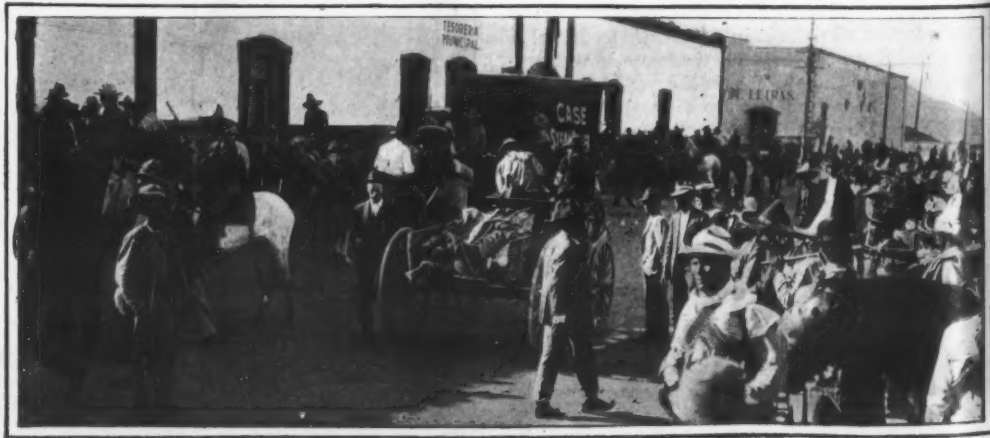
The roof of the Mission after the battle



Bringing out the dead and wounded



Madero talking with Federal officers after the battle



Dead Federal soldiers being taken past the municipal building

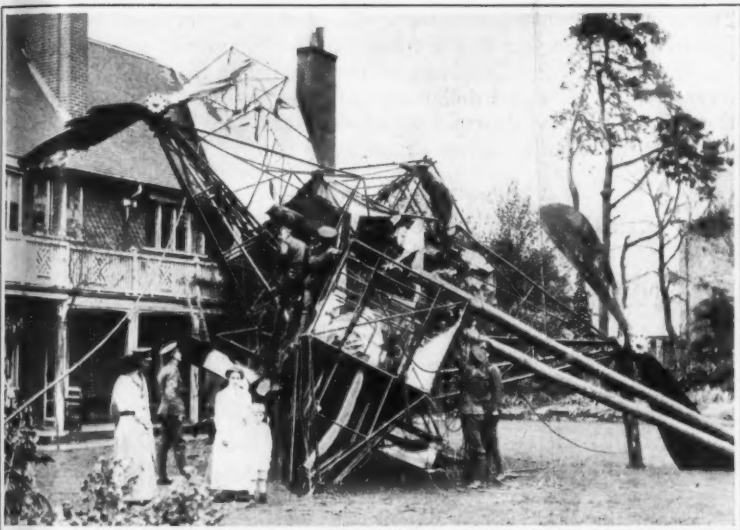
After the Fight at Juarez, May 10

A RECORD OF CURRENT EVENTS



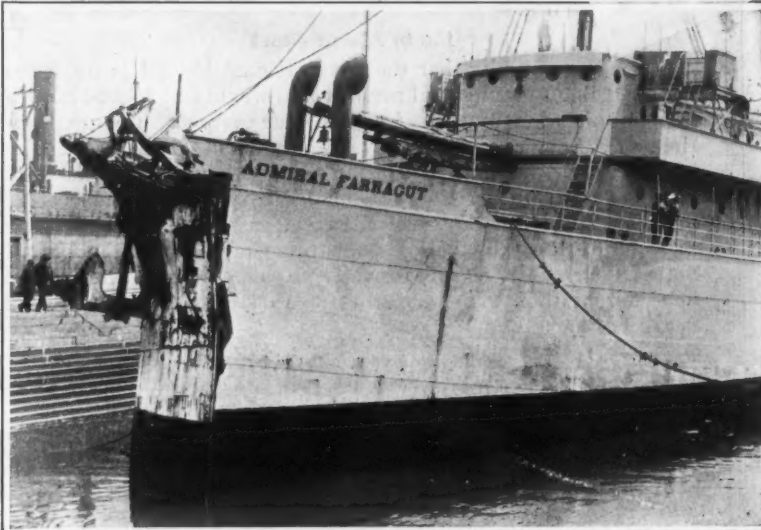
The Start of the Modified Marathon Race Through the Streets of New York

The race was won by an Indian, Tewanima, from the Carlisle school, in 1 hour, 9 minutes, and 16 seconds. Of the 1,000 starters in this race, 475 ran the 12 miles to the finish line at the City Hall, which was quickly overrun by the exhausted contestants and their trainers, who turned the Council Chamber into a dressing-room.



The Wreck of the English Dirigible Balloon

It was known as The Morning Post, and was wrecked at Farnborough on May 4 by striking a house. The seven occupants of the car were bruised and burned.



The Steamer Admiral Farragut which Rammed the Liner Merida off Cape Charles

Early on the morning of May 12, in a heavy fog, the Merida was rammed amidships. She sank shortly after the transfer of the 360 passengers and crew.



The Head of the Woman-Suffrage Parade on Fifth Avenue, New York

On May 6, three thousand women marched from 57th Street to Union Square as a demonstration in favor of Woman-Suffrage. They represented every business, from farming to decorating, and included several society leaders. There were nearly one hundred men sympathizers, representing the Men's League for Woman-Suffrage.

COMMENT ON CONGRESS

IN THE Senate reciprocity suffers for lack of an earnest champion. The Democratic Senators will vote for it when the time comes, but they feel no enthusiasm for it; most of the Standpat Republicans are opposed to it, and the few who follow Taft are languid about it; among the Insurgents, the prevailing attitude is indifference. They feel that the treaty does make a start in the direction of reducing the tariff, but makes it at the very point where a protective tariff is most justified. Moreover, their own constituents consist chiefly of the farmers whose interests are jeopardized by reciprocity. If there were one man in the Senate who felt about reciprocity as Aldrich felt about the Payne Tariff Bill it would already have been passed.

The Congressional Record

THE Superintendent of Documents, August Donath, asks that the public be informed that the price of the Congressional Record for the present extra session has been fixed at \$1.50 a month, because the length of the session is uncertain. For a regular short session the fixed price is \$4.00; for a regular long session it is \$8.00. Checks should be made payable to "The Superintendent of Documents, Government Printing Office, Washington, D. C."

Facts About Steel

IT IS a great pity that the Congressional Record is not more accessible to thoughtful persons who would like to read it. To take but one of many examples that occur every day, Congressman Henry D. Clayton of Alabama incorporated in his speech on the tariff a brief examination which is simple enough for the most hasty reader to understand. He quoted from the hearings before the Ways and Means Committee, December 15, 1908. The witness was one of the principal manufacturers of steel in the United States, Charles M. Schwab, formerly president of the United States Steel Corporation. He was being cross-examined by the present Speaker, Champ Clark:

MR. CLARK—Do you know of your own knowledge what is the greatest discrepancy there ever was between the home price of steel rails and the foreign price?

MR. SCHWAB—The greatest discrepancy?

MR. CLARK—Yes.

MR. SCHWAB—You mean how high in this country and how low in Europe?

MR. CLARK—How much lower did American manufactured steel rails sell for abroad as compared with what they sold for at home?

MR. SCHWAB—I should say probably \$10; I am not sure of that, however; that is merely a guess.

MR. CLARK—It is a habitual process to sell them cheaper abroad, is it not?

MR. SCHWAB—Yes, sir; and a very wise process.

Another member, since retired, Bourke Cockran of New York, caught the phrase, "a very wise process," and a little later on picked it up:

MR. COCKRAN—You said that they are selling abroad cheaper than here?

MR. SCHWAB—Yes, sir.

MR. COCKRAN—You said that it is a very wise process?

MR. SCHWAB—Quite.

MR. COCKRAN—Could you explain the wisdom of it to the victims of it as well as to the beneficiaries of it? From the point of view of the American consumer, where does the wisdom of it come in?

MR. SCHWAB—I am not thinking of the consumer. I am thinking of the manufacturer. [Laughter.] I presume there is no argument there.

MR. COCKRAN—There is no argument there. The more you get the merrier.

The most candid admission, however, came a little later from the present president of the Steel Corporation, E. H. Gary. It was made voluntarily:

MR. CLARK—Now, you sell this stuff that you ship abroad at a profit, do you not?

MR. GARY—We do, yes; our company, some of the companies we own here, at times shipped at less than profit, I think, taking into account depreciation and administration charges, and all that sort of thing. But it is a fact that manufacturers at times export at prices down to or below cost.

Try for a moment to work this out—we shall have to use supposititious figures until a Congressional investigation furnishes us with the actual ones: Suppose it costs the Steel Corporation \$22 to make a ton of steel rails. They sell that ton here in the United States for \$28. Then they make another ton; this second ton they sell abroad for \$20. For the loss on the foreign rail they recoup themselves by the large profit on the domestic rail. In other words, the American buyer makes a voluntary contribution to the foreigner to

By MARK SULLIVAN help him buy his ton of rails. Under this system, which nation has the benefit of the American tariff, and which nation bears the burden of it?

Uncle Joe on the Cost of Living

CANNON'S contributions to the current debates are invariably raucous and entertaining:

"... I want to say that, in my judgment, from the standpoint of compensation, the salary of a member of Congress at \$7,500 will not bring a fortune. I have been in Congress almost thirty-eight years, at \$5,000 salary, at \$7,500, and I believe for the last five years (while Speaker), up to the 4th of March, I will not be quite sure, at \$12,000 a year. I was not compelled to be Speaker, I am not compelled to be a member of Congress, and I want to say I am not an extravagant man. To say nothing about the Illinois home and expenditures and education of children, I want to say to you that my salary in all that time has not paid one-third of the expenditures. How could you afford to stay? I made this statement once to a constituent who was finding fault with me. The reply was and is that fortunately for me when I came into Congress I owned some of this black land in Illinois, the best in the world. I had a little property that I was fortunate enough to have accumulated, and, by a business that was then organized, there never has been a year but what my income with my salary added has not come out even with the expenditures, with something to the good; otherwise I never would have stayed here a single day...."

There is no doubt that, however large a salary of seventy-five hundred dollars a year may seem to smaller communities throughout the country, few Congressmen save money on it. And if they do save a few thousand dollars, all of it is likely to disappear in the perfectly legitimate expenses of one hard fight for reelection, and the problem of reelection occurs every two years.

Some Utah Republicans

WHEN the Republican State Convention was in session at Ogden, Utah, last September, one of the planks which it adopted as a bid for the confidence of voters read as follows:

"We favor the ratification by the coming Legislature of the proposed income tax amendment to the Federal Constitution."

A few months later came the election, at which the Republicans, running on this platform, were successful. For the history of the subsequent events COLLIERS is indebted to Mr. Mark E. Bezzant of American Fork:

"Upon the convening of the Legislature the Republican Governor in his message recommended that the amendment be not adopted. The Lower House of the Legislature voted the other day, 31 to 10, to reject the amendment, seven of the ten favorable votes being cast by the Democrats in the House.

"This is a sample of the political morality which continues to win in Utah. We are sadly in need of some of the enlightened political thought which seems to have grown so strong in other Western States."

This is pretty shameless. It is inconceivable that the people of Utah would tolerate this sort of thing if they understood it. What Utah needs is newspapers with editorial vitality, to tell the people the names of the party traitors and the nature of the treason.

Lumber

PRESIDENT TAFT last December issued an order eliminating from the Ozark Forest Reserve, in Arkansas, a tract of about half a million acres, or one-sixth the whole reserve. Presumably, when any territory is eliminated from a reserve, the reason is that it is not forest land at all but farm land, which ought to be opened up for settlement; that is the only condition which justifies such an elimination. The comments of the lumber trade journals on this act are more illuminating than they were meant to be. From the "American Lumberman" of January 7, 1911 (italics ours):

"President Taft, it is reported, has just signed a proclamation eliminating 563,331 acres of the Ozark Forest Reserve. The reason given for eliminating this acreage is because it was found to be of little value for forestry purposes. This is of interest to local lumbermen, as a large percentage of this eliminated portion is directly tributary to Fort Smith, and the timber readily could be shipped over existing railroads."

From the "Lumber Trade Journal":

"Many thousands of acres of fine timber lands will be opened to settlement through these restorations, which have been made possible by recent proclamations of President Taft. . . . Mr. Caron . . . has measured many of the fine pine and hardwood trees from his saddle, finding them to run as high as thirteen feet in circumference at that height."

It seems fair to infer that either Mr. Taft or the lumber people must be mistaken about the character of this land.

The American Newspaper

A Study of Journalism in Its Relation to the Public

By WILL IRWIN

IX.—The Advertising Influence

In this article begins a discussion of the influences which hamper free journalism in the United States. It describes the system of publication through which the advertiser, not the reader, pays for the newspaper. By the example of Boston, a city of fairly high journalistic ideals, it proves that the constant demands of these advertisers for special favors may weaken the use and influence of the press. The next article will discuss the advertiser's side of the question

FROM these last ten years of so-called muck-raking we have evolved a phrase—"the system." Like most new phrases, it has behind it meaning and history. In the complex organization of modern society grow large and rooted injustices, often the fault of no one man, at worst the fault of only a few. The agents of these systems may be above the ordinary in private virtue. They are but operatives, each tending, oiling, and repairing one little wheel in a great machine. Or, if they work directly and personally for evil, as does the ward boss in a political system, they may do it without any searing of the inner soul. They found the system at their birth into affairs; they absorbed it with their business education; they have never seen it through virginal eyes. The modern specialization of industry beats souls into tortured forms, as it does minds and bodies.

The main handicap on American journalism in its search for truth, in its presentation of that truth to its times, is precisely such a system. And, curiously, this one—unlike the Wall Street system, the Standard Oil system, or the system of ward politics—did not owe its inception to moral turpitude on the part of its founders. No Rockefeller or Gould, Quay or Croker, built it up; on the contrary, it grew from the editorial and business policy not only of the ruthless Bennett and Hearst, but of the conscientious Greeley and Medill. It arose with the growth of the times; but it is no less a perplexity and a danger.

The Advertiser Pays

THE "system" in the American newspaper proceeds from the fact that the subscriber, who buys the newspaper that it may teach him about his times and fight his battles against privilege, is not paying for that newspaper. The advertisers are paying—about one per cent of the population, and often the very one per cent united, in the present condition of American society, with the powers most dangerous to the common weal.

That, however, is not quite the taproot of the trouble. The American newspaper has become a great commercial enterprise. A million dollars—yard-stick of big business—seems like a pauper's purse beside the fictitious or actual value of many metropolitan journals. The possibilities of profit and loss vary between the Chicago "News" net earnings of \$800,000 per annum and the \$400,000 dropped in one year to establish a new kind of journalism in Boston. Men and companies controlling such funds look at business in the business way. It has followed inevitably that the controlling head of most newspapers, the so-called publisher, is not an editor with the professional point of view, but a business man. When the American Newspaper Publishers' Association meets in national convention, it does not discuss methods of news-gathering nor editorial problems. The addresses treat of the price of white paper, of new machinery, of organization for extending circulation, of the advertising rate.

The old "sixpenny" newspaper, which flourished

before the time of Bennett, took advertisements, though it did not really need them. Its editorial running expenses were low; it could make profits on its sales alone. From the moment when the New York "Sun" and "Herald"—now, it happens, two and three cent papers—entered the field at a price of one cent, advertising became a vital necessity. Hudson, the old newspaper historian, stops for a moment his consideration of evaporated issues to record that Bennett systematized advertising, put it on a cash basis, and established a regular corps of solicitors. He had to do it in order to live. So did the old editors of high purpose who followed him. For after Day and Bennett cheapened the price on the street, the

all the Chicago newspapers have dropped to one cent. True, a few publications with special clienteles hold out to this day for a higher price. The New York "Herald," for example, circulates mainly among the wealthy, easy-spending class of the lavish metropolis; so is it able to charge three cents. Yet many experts believe that greater circulation and advertising receipts, and in the end greater profits, would follow a lower sales rate. Reduction from two cents to one was the beginning of its present prosperity for the New York "Times." The New York "Evening Post" and the Boston "Transcript," three-cent newspapers, have their confessedly limited circulation among readers who do not weigh pennies.

The Springfield "Republican" has been able to keep the three-cent rate because of its excellence and its place in the affection of western Massachusetts. Nevertheless, its one-cent rival across the street makes claim to nearly double its circulation.

A Change of Base

THE newspaper whose subscribers paid for it died with the birth of the news. In the period between 1850 and 1880, if the advertiser's money did not do the paying a baser influence did. For we have lost along the way one excrement of journalism. Time was when many newspapers "took their graft" from politics, and accepted regular subsidies from candidates or central committees. Generally, though not wholly, that passed. The business became systematized. The advertiser paid. Following the law of commerce, the newspapers organized their salesmen of advertising, and sent them forth to cajole business away from their rivals. The department store arrived with its enormous contracts—sometimes \$50,000 a year to one publication—and its news-advertising, liked by housewives and therefore a builder of circulation. He who got most advertising was the most successful business manager. The rush for this kind of revenue became a craze. Many merely commercial publishers seemed to forget circulation, the product which they were selling to advertisers, in the rush for customers, as though a weaver should neglect his factory and his wool-supply and look only to his sales-agency. In the eighties all were issuing such proclamations as this: "Circulation 73,000, 20 per cent above that of our nearest morning rival." By the early years of this century newspapers were bawling: "We published 554,000 inches of advertising in this period against 448,000 by our nearest rival."

Slowly at first, then with increasing momentum, advertisers learned their power. Indeed, in certain quarters, the advertising solicitors helped to teach them. For the less conscientious and solidly-run newspapers began offering comforts and immunities as a bonus to attract customers. Advertisers got into the way of asking for these special privileges; often, in communities where the newspapers were timid and mushy, for every privilege, even to dictating policies. The extent of their demands varied with the local custom of their communities



The Presence in the Sanctum

six-cent metropolitan newspaper departed this life. Only New Orleans and the Pacific Coast held to a price even as high as five cents—New Orleans because it proceeds in everything by ways of its own, the Pacific Coast because it would not recognize a coin smaller than a nickel. The Cincinnati "Enquirer" is the one subexception to this rule. One or two cents became the law; and the drift was toward the smaller price. Within six months

But finally, in cities like Philadelphia and Boston, an impossible state of affairs confronted even that publisher who cared more to be an editor than a money-maker. The system had grown so set that he must make concession or fail. For if he did not, his rival would get "the business." And without "the business" he could not pay the high editorial salaries, the press bureau fees, the telegraph tolls, the heavy wages to mechanics, which first-class journalism demands. So must he cheapen product, lose circulation, and fade away.

Hardly can one blame the advertiser. His is the business view. Modern business demands mutual favors. With whom do department stores spend more of their earnings than with the publishers? Have they not, as business men, a right to ask not only slight favors but also policies favorable to their interests? And indeed we can not blame the publisher, if we concede that he is merely manufacturing a commodity, that a newspaper is just a commercial institution. In the strictest business ethics, the manufacturer holds to nothing beyond making the product which will honestly please and satisfy his purchasers. And the chief purchaser of newspaper wares is, after all, not the reader but the advertiser. This consideration, if no other, reduces to an absurdity the business attitude toward journalism: "I am manufacturing a commodity. I am responsible for turning out a sound article—no more."

The Proportion of Ad Revenue

HOW much the advertiser pays, how little the subscriber, is shown by one unit of measurement employed in the business offices. The publishers of one-cent newspapers try to make the revenue derived from subscriptions and street sales pay for the white paper on which they print. If they achieve that result, they consider that they are doing exceptionally well; if, in addition, they pay for the cost of circulation—paper-wagons and carriers—they call themselves marvels. All other expenses, as rent, the upkeep of a great mechanical plant, salaries and wages to one, two, or three hundred employees, ink, power, and incidentals, the advertiser pays. More pertinently, he pays interest and profits.

Estimating from what exact knowledge we have, I should say that the advertiser turns about three and a half to four dollars into the average metropolitan newspaper to one dollar paid by subscription and street sales. The proportion varies greatly; practically, it is always on the side of the advertiser. One New York newspaper confesses that the proportion is 9 to 1. The Scripps League has an important member which makes a profit at 2 to 1. But Scripps is a genius at newspaper economies. In New Orleans alone is the balance on the other scale. Until recently the "Times-Democrat" got nearly two dollars from sales to one from advertisers. But New Orleans is a "five-cent town," and the "Times-Democrat" charges nine dollars a year to its regular subscribers, where a one-cent Northern newspaper with a five-cent Sunday edition charges six dollars or less. Besides, New Orleans, as I have said, is a law unto herself. And the "Item," which has entered the city with new methods, more nearly approaches the Northern ratio.

News Suppression

WHAT does the advertiser ask as bonus in return for his business favor? Sometimes a whole change of editorial policy—as when the Pittsburgh newspapers were forced to support a candidate for the bench chosen by the department stores; more often the insertion of personal matter of no news value in itself; most often the suppression of news harmful to himself, his family, or his business associates.

Taking one small and general example, I have never seen a story about a shoplifting case in which the name of the store was mentioned. It has occurred, I believe, in certain favored corners of the country, but not in my horizon. Usually the item reads: "In an up-town department store," "In a Fourteenth Street emporium." The department store exists for and by women; they like respectability and safety; news that criminals are at large among its counters may frighten them away. So reasons the store manager, and doubtless he is right. 'Tis but a small favor to a customer, the denaturing of such news. Publishers who show considerable backbone concerning advertising control of larger policies generally grant this favor to the department stores.

Carried further, the advertiser asks, and often

gets, suppression of scandals and disgraces affecting his family, or disasters injurious to his business. Here the harm begins; for if the justification for newspaper publication of scandal and disaster is the extra-judicial justice which it evokes, this is class discrimination and special privilege.

dent, not a crime. There was a good sensation. The Boston newspapers ignored the event—just as they had ignored an escalator accident in the same store a few years before. It is true that the Goulet case happened at the time of the Chelsea fire, when the newspapers were "cutting everything to the bone."

But on that same day several of them carried a story about a little boy killed by a log at Dexter, Maine.

In fact, if one looks for a large general example, he can do no better than consider the present state of the Boston press. Like any one who is about to say something detrimental, I begin by stating the virtues of Boston journalism. For decency in drawing the line between silence and invasion of privacy, it is quite satisfactory. Much of it has a kind of intellectual cast which squares with Boston's best old ideals. The "Globe" satisfies the New England liking for small and pleasant personal gossip, and does it smoothly and sanely. The "Post" has taken the "Globe's" policy and supplemented it with a large view—if a somewhat sensational one—on the larger world. It has achieved the miracle of appealing to both the Back Bay and the gas-house district. The "Transcript" justly regards itself as a beacon-light of journalism. Not even the New York "Evening Post" gives more real education on the "higher life," publishes such a mass of well-written advices concerning social and intellectual movements. The "American" is least yellow, and probably most truthful, of all the Hearst evening organs.

Yet Boston has all but universally fallen into an attitude of subservience toward the advertiser. From his first cub assignment, the typical Boston journalist has been taught that the price of journalistic silence is a two-inch advertisement. Here and there throughout the country are newspapers just as respectful to their source of revenue; but in no other city is this system so frankly accepted as a necessary part of the business. Let us see how it works in practise.

The Beer Cases

HEARST had entered Boston in 1905; he was struggling, Hearst-fashion, for circulation, and he began with the best device of yellow journalism, the war on special privilege. Later, he used that sword more sparingly. At about this time Dr. Charles Harrington, an admirable health officer, turned his attention to the Massachusetts breweries. He found by analysis that much of the beer and ale sold in his State was adulterated, contrary to law, with salicylic or fluoric acid. In the course of six weeks the grand jury indicted a dozen brewery companies and many bottling-houses for this offense. It was important news, as any newspaper man knows; Hearst used it for one of his loud campaigns. But did the "Transcript" or the "Globe" or the "Post" publish the fact? They did not. Red Fox Ale, made by the Massachusetts Breweries, was on the list of indictments. Red Fox Ale had a small advertisement in the "Transcript." When the grand jury returned its finding in that case the "Transcript" published a list of the day's indictments, but omitted this highly important one. The grind of justice reached Harvard Beer, a heavy advertiser on billboards and in newspapers. Most of the other brands changed their names after the exposé; Harvard Beer decided to give up adulteration and to go on with its name and advertising.

What the "Transcript" Published

THE Harvard Brewing Company was indicted on Saturday, April 8. Most of the evening papers, including the "Transcript," ignored this important piece of news. The "Transcript" published in its issue of April 8 the fact that a workman had fallen from a tree, that an aged pauper had been found dead in bed, that the Harvard Shooting Club was about to hold a meet, but not the fact that Harvard Beer, known to every consumer of malt liquors in Massachusetts, was in peril of the law for adulteration. Neither was the fact noted on Monday, April 10. But on Tuesday, April 11, "Harvard Beer, 1,000 Pure," appeared in the pages of the "Transcript"—as a half-page advertisement. This advertisement shrunk in the issue of April 13 to three columns, in which form it continued through ten issues. But for the "American" and the "Traveler" the adulteration of Harvard Beer would have escaped the Boston public. If any other newspaper noted the fact, it concealed it in a far corner of an obscure page. I regret that this special and glaring instance, so useful in proving the rule of Boston journalism, hits the

(Continued on page 23)



The Growth in Advertising

Above, the "Dry-Goods-Store" page of the New York "Herald" in 1875. Ehrich's, the largest advertisement, occupies three-quarters of one column. Below, a typical one-page department store advertisement in the "Herald" of 1911

For example—and a type-example at that—an elevator in Henry Siegel's Boston store came down to the first floor, behaving curiously. The operator investigated. He found the mangled and dead body of a woman—Jeanne Goulet of Marlboro, Massachusetts. How it happened no one exactly knew; it is only certain that Miss Goulet's death was an acci-

The Devil's Due

A Broken Butterfly Shapes the Career of a Defeated Senator

By ARTHUR STANWOOD PIER

TO HIS friends, Rudolf Chester, the naturalist, and Rudolf Chester, the author of polemical editorials, seemed two incompatible human beings. And certainly the public that read the magazine articles and books of the naturalist and was charmed by their humor and playfulness, their sympathy and a certain mystical, imaginative quality, would never have identified the author with the stormy writer of the Corona "Eagle's" diatribes.

It was Chester, the warrior victorious, who stood on a January afternoon at a window on the top floor of the "Eagle" building and looked out across the small snow-covered park at the State House. He was a tall, lean, sinewy man approaching sixty, but not yet gray. His hands were large and strong, his arms long, his face had a leathery wrinkled aspect—not such as comes with age, but rather that which is produced by a hardy and toughening outdoor life. He was a vigorous man bodily and mentally; his eyes were blue and keen.

In the State House an hour before had befallen that which for ten years he had striven to bring about with a fiery and incessant zeal.

FOR ten years Douglas Baird, the senior Senator of the State, had stood for policies abhorrent in Chester's eyes and had efficiently aided in imposing them on the country. To Chester, who was an idealist, Baird seemed solely interested in promoting the material prosperity of the already sufficiently prosperous. Chester desired to reduce the influence of the privileged classes—a phrase that he tortured himself trying to avoid, it reeked so of the demagogue; Baird seemed to him their hired representative. Whenever Baird made a speech, Chester followed it up with a sarcastic editorial comment. Whenever Baird interested himself in an appointment or in an election, Chester attacked the pernicious activity and capacity for intrigue displayed by the senior Senator.

It had been said of Chester that he wielded a scourge rather than a pen. He had a passionate belief in democracy; the spectacle of its foes entrenching themselves more and more firmly enlarged his capacity for fury. It embraced not only Baird, but the whole western end of the State, where the Senator had his origin. Baird came from a thriving community of manufacturers; the more it thrived, the more selfish and insistent grew its demands. At last the interests with which Baird was allied clashed with those that were dominant in the eastern part of the State; daily in the "Eagle," the chief newspaper of the capital, Chester had fomented the easterners' discontent.

Thus it was that the Legislature before which Baird had come seeking a third term in Washington had rejected him and had chosen another.

FROM the State House to the "Eagle" office the news had been telephoned that Mayhew had been elected. Up to Chester's lonely sanctum had the glad tidings been borne. In an exalted and terrible joy he had written for the next morning's issue a recession for the defeated Baird.

It was when he had finished the last sentence of that scathing and exultant valedictory and had risen from his desk that the acute sense of bereavement overtook him. He realized suddenly that in the extinction of Douglas Baird he had lost one who had unconsciously occupied a relation to him of dear companionship. Baird's passing occasioned an emotion in Chester akin to that claimed by novelists, at taking leave of the creatures of their imagination.

To a certain extent, Douglas Baird was a creature of Chester's imagination. That is to say, the editor had never seen the Senator. Chester had always avoided meeting or hearing public men; he believed that he could write about them more truly

and effectively if his mind was uncolored by personal impressions.

He wondered somewhat vacantly, as he gazed upon the building in which Baird had been dethroned, where he should next find a subject so welcome and inspiring to his pen.

One was not immediately needed, at any rate; he had proposed for himself a vacation as soon as this fight should be ended. It was a trip to the Everglades and Mexico that he had in mind; he meant to put in some time in those places, catching butterflies. This was his great diversion—a joyous pursuit begun in childhood and carried on through his mature years with an ever-increasing enthusiasm. He now had the



Baird, who was collecting the fragments, looked up at him sorrowfully

most valuable collection of Lepidoptera in the State, a collection as well known to naturalists as his political writings were to newspaper men.

THE thought of being out with his green silk butterfly net tramping a strange land, with eyes alert for new and brilliant specimens, gave him a thrill of exhilaration. There were some that he must get—more specimens of the *Pholus typhon*, and some yellow-banded *Heliconians*, and—

The door opened and an office boy entered, bearing a card with an air of awe. He presented it silently to Chester. It bore the inscription: "Mr. Douglas Baird." "He asked for me?" inquired Chester in a tone of incredulity.

"Yes, sir. He's in the waiting-room." "Show him in."

Never in all the ten years had Baird taken any personal notice of the "Eagle's" attacks. Now, apparently, in the bitterness of defeat he was bound to have the satisfaction of expressing his opinion of his assailant. It was not the first time that the editor of the "Eagle" had been subjected to a visitation from one whom he had excoriated, and he took up his characteristic position of welcome. He stood facing the door, with his feet planted wide apart, his hands in his trousers' pockets, and his head thrust slightly forward. In this attitude he was not an ingratiating object.

Nevertheless, he was so taken aback by the balmy, breezy little personality that bustled in and appeared unaware of anything formidable in the nature of the reception that his austerity relaxed.

"Mr. Chester," said the Senator, trotting forward with a hand so outstretched and spontaneous that almost before he knew it Chester's own right hand was in its clasp, "I don't doubt you are surprised that I should be in your den—your aerie." The little man rubbed his round, smooth chin and looked up at the editor with eyes twinkling merrily. "But I have long wanted to make your acquaintance. And having now a few unoccupied moments in Corona—for the first time in many years, I assure you—I decided—with your permission—to give myself the pleasure."

There was something so unmistakably foreign to any malicious or satirical intention in the courtliness of Baird's words and manner that Chester was bewildered.

"Sit down, Senator," he said brusquely. "I'm glad to meet you."

And while Baird was speaking, Chester was making a confused effort to adjust his own preconceived ideas to the impressions which were now suddenly forced upon him.

HE HAD heard that Baird was a little man; he had not thought of him as so absurdly small. He had heard that he was very genial and approachable in his manners; he had not thought of him as so childishly affable. Though he must have been Chester's age, experience seemed to have left few records on his face. It was round, open, and merry; his eyes were alert; his head had a taking way of cocking itself first on one side, then on another as he talked, and with every such cock there would be a gush of bubbling laughter which seemed to flow from an untroubled heart. The little man was dressed with a delicacy and precision which seemed somehow especially befitting so small an object. Nature had made him exquisite and tiny; therefore the pains which he had bestowed upon his person were too appropriate to be deemed foppish. His gray overcoat was of just the tone to set off his gray suit; and the large pearl in his necktie could not, one felt, have looked so well in any other necktie. Finally, he gave the impression of being fantastically, preposterously clean. It seemed impossible, for instance, that anything but daily sessions with a manicure could produce the pink and perfect little hand that rested lightly on Chester's table.

That such an odd little figure could have dominated a State, played a conspicuous part in national affairs, and been worthy of the "Eagle's" fulminations, was a mystery on which Chester, as he gazed, sought for light. It was partly conveyed to him by a series of secondary impressions, when he took note of the Senator's determined little chin, and the sound proportions and poise of his head, and the shrewdness which lay observant behind the good nature in his eyes.

"Mr. Chester, I've come to ask a great favor of you—one for which perhaps I ought to have secured a note of introduction from some personal friend, but

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A.B. Frost

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Two-nder!
DRAWN BY FROST



DRAWN BY ERNEST HASKELL

WOMAN TO-DAY

A REMARKABLE solution of the servant problem occurred to Mrs. John MacPherson of New York, with the result that she established a Dishwashing and Service Company. From cleaning an apartment to hooking a blouse up the back, this company offers service for any needs. Two hundred and fifty-seven housekeepers patronize the company, thus doing away with their own Bridget or Marie. Telephone to the company and you can get a cook in a hurry to prepare your dinner, a maid to wait upon your guests, a man to pull a cork. The company has headquarters in the basement of a large apartment house where its dishwashing machine stands; the housekeepers send down their dishes to be done at the end of the meal or the day. A floor is scrubbed on short notice for fifteen cents, windows washed for eight cents, the stove polished for a quarter. For thirty-five cents a reliable maid is sent to watch the children sleep while parents go to the theater. The most unique demand ever made upon the Service Company was for a man to remove the cat in a fit; nor did it fail to give satisfaction.

BASEBALL for girls is growing in favor season by season. Time was when it was a sport taboo; now it is to be found in leading schools and colleges. At first it was an indoor game, held strictly within gymnasium walls; it crept into the open, behind concealing fences; it now, to some extent, displays itself frankly. A social baseball club in Belleville, Pennsylvania, has opened the season with vigor and effect.

A BUREAU OF DOMESTIC SCIENCE may spring from the Department of Agriculture in Washington. Representative Wilson of Illinois has introduced a bill proposing that \$60,000 be expended in this cause. The Bureau shall investigate methods and appliances for the preparation of food, and gather information to be used in training the boys and girls of the schools and colleges in household and institutional management. Experimental research should be conducted in branches of the Bureau, and reports of such research forwarded to Washington "for general distribution in the homes of the people of the United States." At present, despite the vast movement toward scientific homemaking which is sweeping the country, it is represented by only one important national organized effort—namely, the American Home Economics Association, which stands a memorial to the labors of Mrs. Ellen Richards. The journal of that association is the only periodical we know of which ably and systematically sets forth the most advanced work of science in behalf of the home. There is room for Uncle Sam to add his labors for the cause.

THE fashion for historic pageants now circling the globe displayed itself upon Founder's Day at Vassar College in a setting forth of Women of Culture of Five Ages, tracing the movement from Queen Radegonde, who fled from the court of her husband and afterward founded the convent of Poitiers, down through the founding of the college, showing a company of girls dressed in costumes of the early students, accompanying Matthew Vassar.

STREET and street-car accidents to children have increased so rapidly in Cincinnati that the public schools are cooperating with the chief street-car inspector and various civic workers in educating the children in the dangers of the street. It was decided, after careful investigation, that many of the accidents were due to carelessness and ignorance on the children's part. A pamphlet has been issued, filled with "Don'ts," "Do's," and illustrative excerpts from newspapers, showing how children met death through their own error. The dangers of playing tag in



Field day at Barnard College in the Millbank Field



One of the Belleville (Pa.) girls' baseball team



England's custodian of dogs



Queen Radegonde in the Vassar pageant

streets where cars run, of roller-skating under risky conditions, of touching loose wires which may be charged, of riding on rear platforms of cars, and of hooking rides on wagons are among the warnings sounded. It may evoke a smile on the adult's part to read: "Don't send your little brother or sister across the street to buy candy," but no one can deny the fact that the child's education to-day is growing far closer to his daily life and needs than when he was kept after school because he failed to spell Himalayas.

TRACK athletics for girls have developed rapidly in the last few years. Wellesley College even offers a course called "Theory of Field and Track Athletics," a study course apart from actual work out of doors. Behind the high fence of Barnard College's athletic field, in the heart of New York City, some swift races are run whenever a field day occurs.

THE flowers which adorn the large and elaborate weddings and balls are not allowed to wither in the homes and churches which they decorate. They are nowadays systematically handled and placed by the National Plant, Flower, and Fruit Guild, which organization turns them over to the sick and the poor. Its last report showed that 8,000 bouquets and 100 flowering plants were distributed among children after the Gould-Decies wedding, and 5,000 bouquets after the Alexander-Roosevelt wedding.

WOMEN'S achievements in conservation have been lately taken up by Jessie B. Gerard in "American Conservation." The saving of the big trees in California, of the Palisades in the East, and of Minnesota's national forest are among the great works attributed to women. Forty-six State Federation Conventions, in taking up the conservation question for the clubs they represent, make a path along which 800,000 women are led to learn the national need.

FRAU AURELIA REY is to take over the Berlin People's Opera when the new season opens. She is said to be the first woman in the world to assume the management of grand opera. She will undertake to straighten out the difficulties of an opera-house which has suffered in the struggle to produce classic works at popular prices. Frau Rey is in private life Mrs. Chapman, wife of a major in the British army.

THE woes of many homesick dogs, mourning for temporarily lost mistresses, are assuaged by a bone and the consolations of Mrs. Clara Taylor. She occupies the unique position of custodian of dogs brought into England. They are held, by the laws of the land, in quarantine until it shall have been satisfactorily ascertained that they do not carry infection. Mrs. Taylor cares for them in quarantine.

THE Woman's Castle, or Frauenburg, of Copenhagen, was opened with an address by Frau Zahle, one of the wonderful women of Denmark, now ninety years old. Her reminiscences date back to the historic incident which took place forty years ago, when the first woman's club of Copenhagen petitioned for the loan of books from the Athenaeum. Upon the denial of the petition the women declared that in forty years they would have their own Athenaeum. The fortieth anniversary of this incident was celebrated by the opening of the castle, which cost \$250,000, and possesses a library of 62,000 volumes.

THE prospects for the housekeeper's summer comfort are increased by a refrigerator whose base is raised more than fifteen inches from the floor so that there is easy access to the floor beneath for purposes of cleanliness; by another, with a siphon which it is claimed causes a circulation of pure dry



Overland

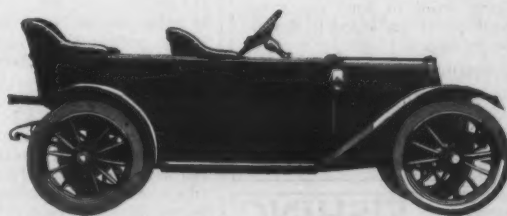
On One of the Shipping Platforms

YOU can stand in the great Overland freight yards any day in the week and watch these machines go out, carload after carload. There are two immense shipping platforms, like the one shown above. Each is crammed with moving cars from morning till night. Shipments made just as rapidly as gangs of men can load the cars. Since the first of the year our daily shipment has averaged over seventy machines.

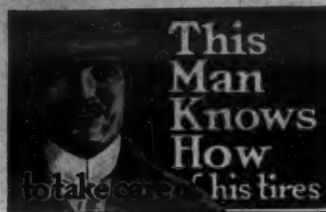
¶ Ever since we advised the motor buying public to compare values before they purchased, the daily demand for Overlands has taxed our capacity. One morning we received telegraphic orders for seventy-one cars. The first mail that same morning brought rush shipping orders for two hundred more.

¶ Any one who actually investigates what we claim for the Overland is convinced of its greater value. We asked the public to make a few simple comparisons; we asked them **not** to buy until they could see their money's worth; but we **did persuade** them to compare values. The very fact that over 25,000 thoughtful Americans bought Overlands after a careful comparison of values, should have some meaning to you. Simply take the specifications of the \$1250 Overland and compare them item for item with the specifications of any \$1500 or \$1700 car on the market. This will prove to you the greater Overland value. Look up the Overland dealer in your town. Get your car in time to enjoy some of this fine Spring weather. Drop us a line today and we will send you an Overland book.

THIS is the Model 51—\$1250. A roomy five-passenger car, equipped with a powerful 4-cylinder motor—wheel base 110 inches—tires 34x3½. Has the fashionable fore-doors, with shifting levers and door handles inside.



The Willys-Overland Company, 137 Central Ave., Toledo, Ohio



This Man Knows How to Take Care of His Tires

9,000 miles with no trouble but a puncture

"I purchased two 31x4 1/2 Hartford Clincher Road Tread casings and tubes on September 18, 1930, and placed them on the rear wheels of my roadster, which weighs 2530 pounds. I have had this car in constant use, with these casings, since Sept. 21 and have run them over 9,000 miles with one nail puncture."

W. H. C. LOVETT, Austin, Tex.

THERE is nothing extraordinary about getting such mileage from United States Tires, if you know how to take care of them.

The business of
The Service Bureau
of the
United States Tire Company

is to show motorists how to get from these good tires

Continental Hartford
G & J Morgan & Wright

the long mileage built into them by their makers. You can have all the helpful suggestions of the Service Bureau without cost, except for the stamp to

SEND IN THIS COUPON

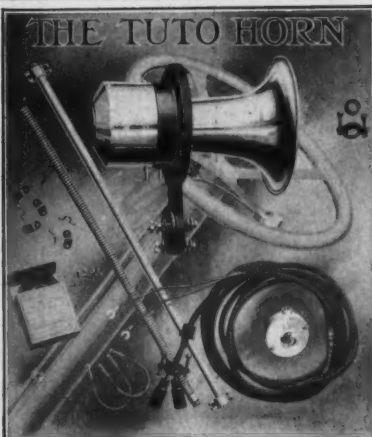
Service Bureau
United States Tire Company
1794 Broadway, New York

Please send me all literature is used by your Service Bureau.

Name _____

Address _____

Make of Car _____ Tires _____



Two Horns in One

Two Positive Signals, Loud or Mild, with One Push Button and One Operation

It does away with all the cumbersome contraptions, and is operated so simply—with the thumb of the free hand—from the button on the steering wheel.

So Simple You Can Quickly Install It Yourself

Adds beauty to the car—always effective and never offensive—instant in operation at all times—practically no cost of operation—starts and stops instantly—changes from mild to loud on same pressure—all parts enclosed in handsome brass tubing.

Particular Motorists Praise The Tuto Horn

Ask your dealer or write us direct for our instructive booklet "For the Motorist," Free.

The Dean Electric Company
810 Taylor St., Elyria, Ohio



FISHING LINES

BEST IN THE WORLD

Made for every kind of fishing and not high in price. Send for Free Samples and catalogues. Give your dealer's name and say what kind of fishing you like. We will send the right lines.

E. J. MARTIN'S SONS, 55 Kingfisher St., Rockville, Conn.

air and carries off all odors; by a fireless cooker with a water-sealed top; by an oiled mop that prevents all dust from flying; by a glass-door oven which spares the blast of heat in her face—these are a few labor-savers which should leave her more time and energy than ever before to devote to the fly war.

OLD ORCHARD, Missouri, has produced an interesting and valuable type of husband. A group of gentlemen of that previously obscure town banded together and resolved to relieve their spouses of the responsibility of getting their several Easter dinners, giving the housewives a taste of the relaxing sensation of walking in upon a feast both marketed for and prepared without their efforts. Appointing a chief cook, the husbands set forth a feast calculated to revive the lagging affections of any helpmeet.

THE adulteration of milk is not alone our country's problem. Even the simplicity of the Italian peasant boy may compass it. The boy who drives the cow in Italy has been found carrying a rubber bag of water under his arm, concealing it with his coat; from this a long rubber tube leads down the sleeve to the hand. The simple and youthful peasant gently squeezes the bag and a fine stream of water slyly joins the stream of milk.

IT is announced from Berlin that a special service for the handling and delivery of ladies' hat-boxes has been instituted by Herr Kritke, the German Postal Secretary. The post-office authorities have found an increasing difficulty in the handling of light cardboard boxes containing fragile headgear, likewise an increase in the number and size of the perishable boxes. They came to grief among other parcels carried by post, so the light van covered with brown sailcloth was devised for the exclusive conveyance of hats.

CHEESE, long maligned, has been avenged by tests of the United States Government. The results have caused the frisking of the Welsh rarebit, the cordial welcome to each *au gratin* on the menu. A pound of cheese has been proved equal in nourishment to three pounds of fish. A pound of cheese is equal to two pounds of eggs or two pounds of beef. It is equal in nourishment to bacon or ham, and more digestible than either—quite as digestible, in fact, as other meats. Sixty-five students of Wesleyan University in Connecticut offered themselves up in the cause of cheese and the nation, and upon them the tests were made. One of these young men lived for forty-two days on cheese alone.

THE columns of bright ideas for happy homes, little helps along the path of the dust-pan, and the like, so oft derided in the columns of the various feminine journals, are no more amusing and no less wise than the notes of governmental economies recently issuing from Washington. The housekeepers of the nation have suddenly waked up to the fact that they were expending \$6,500 too much in the purchase of wiping-cloths. The rags used to wipe the machinery of the Bureau of Engraving and Printing are to be washed in a chemical solution and used again. The laundering of old bank notes, instead of the issuing of new ones for the redemption of old, will save \$500,000.

MISS BESSIE BENNETT, an American girl who has held the position of assistant director of the Chicago Art Institute and curator of the museum, is the first woman to wedge her way into the world-famous textile school of Krefeld in Germany. Her remarkable knowledge of textiles won her entrance, and she has special permission to follow several courses in the school.

PIE bakery in the basement apartment of Mrs. Christina Schroeder of Paterson, New Jersey, was the result of a Washington pie, which gave birth to her fame. For over fifty years she continued to bake pies in her kitchen, and her will, lately probated, revealed the fact that \$30,000 had accumulated from this half-century of art.

MISS MARGARET V. KELLY of the Mint Bureau, one of the three highest paid women in the Government service, has been placed in direct charge of all the mints and assay offices in the United States for short intervals at various times during the year.

A BILL has been introduced in the Massachusetts Legislature to forbid the employment of women in industry for two weeks before and four weeks after childbirth. The question of their support during six weeks of idleness has arisen. Some countries and municipalities in Europe pension the mothers during this period.

The cars you leave behind - tell the story of

Marathon

Not merely a car

- but car service

SPEED-ENDURANCE-RELIABILITY

It excels in grace of design, power transmission and all-around car efficiency.

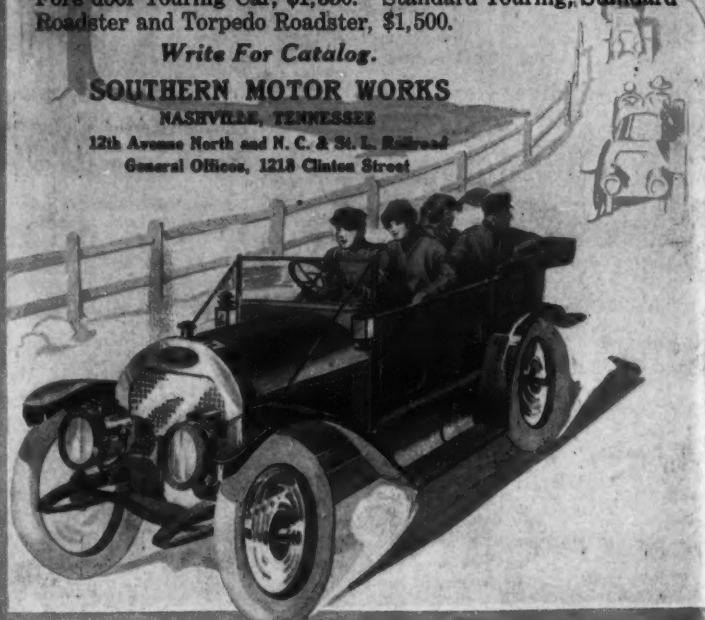
The *Marathon* is now entering its sixth season, and challenges comparison with cars that are selling at twice the price.

Prices: Four passenger Torpedo Touring Car, \$1,700. Fore door Touring Car, \$1,550. Standard Touring, Standard Roadster and Torpedo Roadster, \$1,500.

Write For Catalog.

SOUTHERN MOTOR WORKS
NASHVILLE, TENNESSEE

12th Avenue North and N. C. & St. L. Railroad
General Offices, 1218 Clinton Street



Kelly-Springfield

Automobile Tires



We laid the foundation for our Automobile Tire when making Vehicle Tires. The quality of our Automobile Tire justifies the reputation of our Vehicle Tire.

The writer can personally say that he drove a set of these Kelly tires for over eighteen months without a single cent of expense, and secured a mileage of over 12,000 miles, and the original tires are still running on the same car they were put on.

J. J. COLE, Pres. and Gen'l Mgr.,
Cole Motor Car Company, Indianapolis, Ind.

Specify Kelly-Springfield Tires on your automobile. They cost no more than any first-class tire and are better

Consolidated Rubber Tire Co.
20 Vesey Street, New York

BRANCH OFFICES:
New York, Chicago, Philadelphia, Boston, St. Louis, Detroit, Cincinnati, San Francisco, Los Angeles, Cleveland, Atlanta, and Akron, Ohio

COLUMBIA
MULTIPLE
BATTERY

COLUMBIA
IGNITOR
CELLS

Cover the whole field of reliable ignition for automobiles, power-boats and stationary gas - engines.

ONE of the two forms listed above will meet your individual requirements—whether for primary sparking, running or auxiliary service.

Whichever you use, you obtain an electrical source that simplifies connections and wiring, costs less per mile of service than storage batteries or mechanical generators, and will give you warning 100 to 200 miles ahead of exhaustion, after several thousand miles of perfect service. *This is the one ignition system that gives any advance warning of exhaustion.*

Columbia Ignition means no recharging, no dangerous sulphuric acid, no delicate mechanical parts to get out of order.

Your First Choice

should be the complete battery in metal case.* It is a practically indestructible, waterproof unit, ready for service under all conditions, and equal to all demands.

Columbia Ignitor Cells† properly wired in multiple connection, give nearly the same advantages, but the complete battery is to be preferred wherever possible.

Economical Electrical Service for the Household

Besides Columbia Multiple Batteries and Ignitor Cells we make Columbia Dry Cells for telephones, door-bells, self-winding clocks, gas-lighting, annunciators, servant calls, and a great variety of electrical apparatus. The world-wide supremacy of our cells is due to proper selection, combination and testing. In testing, we use only the electrical devices recognized as standard throughout the world and used by the United States Bureau of Standards.

Sold by automobile and electrical supply houses and garages everywhere. If not handled by your dealer, write us direct, mentioning his name.

For your protection every Columbia Multiple Battery, Columbia Ignitor Cell or Columbia Dry Cell bears our name, NATIONAL CARBON CO.

*If your battery-box will not admit the Columbia Multiple in metal case, you can obtain it in waterproof pasteboard case to fit your requirements.

†Fahnestock connections without extra charge.

Write for interesting descriptive booklet containing valuable information on many subjects for every owner of automobile, power-boat or stationary gas-engine.

NATIONAL CARBON CO.
Largest Battery Manufacturers in the World

2001 West 117th Street
Cleveland



The American Newspaper

(Continued from page 16)

"Transcript" so hard. For in a great many instances it has been the one Boston newspaper which has shown a disposition to sacrifice advertising for news. It fell in this case, however; and this is not the only case.

The "Transcript's" Independence

THE "Transcript," indeed, has just given striking proof of its general independence. The Jordan Marsh department store is perhaps the heaviest single advertiser in Boston. In the spring of 1910 they built an annex across Avon Street from their main building; and they wanted permission for an overhead bridge connecting the two structures. By the law of Massachusetts, a municipal permit was not enough in this case; it was necessary to get a bill through the Legislature. This was not in itself a harmful measure; the bridge would have been a real convenience to the public. But the precedent was rather dangerous. Jordan Marsh, apparently, feared opposition; and they "requested" the newspapers to keep silence. The bill came up for hearing before the regular committee. The "Transcript" noticed this hearing, thereby making itself offensive to Jordan Marsh. The committee passed the bill over to the Attorney-General for an opinion on its constitutionality. He reported on March 31 that it was undoubtedly unconstitutional. Now that decision was news—first, because it denied to Boston a public convenience, and, second, because it was a precedent for other firms which wished special favors in the use of the streets. As a matter of fact, it was the most important piece of State House news on that day. The "Transcript" printed it at its news value—three-quarters of a column. One or two of the others guarded themselves by brief mention. Silence from the rest. I do not know what contracts or arrangements the "Transcript" has with the Jordan Marsh Company; but I do notice that Jordan Marsh has not advertised in the "Transcript" since early in April. Apparently the "Boston Bible" is paying for its impious presumption.

Boston went through several fights with the gas company before it got a fair rate. The company, realizing on what side its bread is buttered, is an advertiser—and it is allied with other advertisers. And the reformers, in successive battles, had to fight not only against the company and its allied interests, but against the thick, heavy silence of the newspapers—though Hearst, it is true, took their side in the last battle.

A Dollar a Line!

IT was in one of the early skirmishes that the attorneys for the people and the company introduced their arguments on the same day. Next morning most of the newspapers printed the company's argument in full, and the argument of Louis Brandeis, attorney-at-large for the people, in brief synopsis. That night a reformer, himself an advertiser and therefore a privileged person, approached a Boston publisher.

"Why don't you give us a fair shake?" he asked. "Here's seven columns of gas argument and only half a column of Brandeis's reply."

"Well, sir," replied the publisher, "I'd really like to accommodate you. But we're publishing a newspaper, and we can't make it all gas fight. The company paid a dollar a line in good money for that speech, so we just had to publish it in full; and we were forced to cut down on Mr. Brandeis."

The instances are too many for mention in detail. The following, rightly understood, are just funny:

A. Shuman, clothing dealer and philanthropist, is a liberal advertiser. He is also a director of the City Hospital. The Boston City Hospital is rather better than most; but in the best of such institutions arise from time to time cases of carelessness in diagnosis or treatment. When the "station man" reports such a case to a Boston newspaper, it goes into the wastebasket—automatically. I can not find that Mr. Shuman ever asked this favor. The trained mind of the Boston copy-reader says: "City Hospital—Shuman—Shuman—advertiser—out with this." There was a divorce in a department store family. The proceedings occurred in open court. All the reporters had access to the records, and the family did not ask to have the fact suppressed. Perhaps they reasoned, as many do in like cases, that if a marriage be made public so should its dissolution. Nevertheless, the "Traveler" alone published the fact. That month the other newspapers had dozens of divorce stories, each affecting persons of lower social position, and there-



The EDISON PHONOGRAPH

Your enjoyment of the Edison Phonograph is complete. For Edison has not left one thing undone. If your purchase is an Edison, you never have to say or think, "if we had only bought an Edison we might have had

Amberol Records

—four-and-one-half minutes of continuous playing, all the verses of every song, the complete composition on instrumental selections—the best of every character of entertainment and *all* of it."

You never have to say, "if we had only bought an Edison we might have had exactly

the right volume of sound for our home

instead of enough noise for a concert hall."

You never have to say, "if we had only bought an Edison we might have had the perfect lifelike purity of tone resulting from

the Sapphire Reproducing Point

which does not scratch or wear the record, never wears out or requires to be changed."

And most of all you never have to say, "if we had only bought an Edison we might have been able to

make records at home

—to record and reproduce the songs and stories of every one of us, and of our friends and neighbors."

If you would make your purchase of a sound-reproducing instrument "regretless" it must be an Edison that you buy.

There is an Edison Phonograph at a price to suit everybody's means, from the Gem at \$15.00 to the Amberola at \$200.00, sold at the same prices everywhere in the United States.

Edison Standard Records	\$.35
Edison Amberol Records (play twice as long)	.50
Edison Grand Opera Records	\$.75 to \$2.00

Go to the nearest dealer and hear the Edison Phonograph play Edison Standard and Edison Amberol Records. Get complete catalogs from your dealer or from us.

THOMAS A. EDISON, Inc., 12 Lakeside Avenue, Orange, N. J.

The Edison Business Phonograph conserves the time and energy of your highest priced men



Welch's The National Drink Grape Juice

Users of WELCH'S are
Enthusiasts

THE day you try WELCH'S at the soda fountain or in your home, the minute you serve it in a punch or sherbet, or any other form, you become a WELCH enthusiast.

Users of WELCH'S know it is the juice of the finest Concord grapes grown.

We pay a bonus over the regular daily market price in order to get our choice of Chautauqua's choicest.

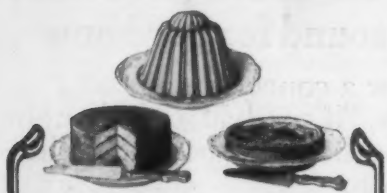
Invalids relish it; it helps them get well.

Children love it, and you may let them have all they want.

We are glad to send, immediately, our free booklet of WELCH grape juice recipes, telling of many delicious desserts and drinks, if you will write us for it.

Your dealer will supply you with WELCH'S. Ask him for it. Always say "WELCH'S." Trial 4-oz. bottle by mail, 10c. Trial case of 12 pints, express free east of Omaha, \$3.00.

The Welch Grape Juice Co.
Westfield, N. Y.



RECIPES

showing the proper use of

BORDEN'S EAGLE BRAND CONDENSED MILK



are contained in a little Booklet which we will be pleased to send on request.

BORDEN'S
CONDENSED MILK CO.
"Leaders of Quality"
New York



WHITE VALLEY GEMS
See Them BEFORE Paying!
These gems are chemical white sapphires—LOOK like Diamonds. Stand acid and fire diamond tests. So hard they easily scratch a file and will cut glass. Brilliance guaranteed 25 years. All mounted in 14K solid gold diamond mountings. Will send you any style ring, pin or stud for examination—all charges prepaid—no money in advance. Write today for free illustrated booklet, special prices and ring measure.
WHITE VALLEY GEM CO., Dept. E. 734 Sals Blvd., Indianapolis, Indiana

IN ANSWERING THESE ADVERTISEMENTS PLEASE MENTION COLLIER'S

fore of smaller news value, than these. Again: the process was automatic, instinctive, in the mind of the Boston journalist.

Two excellent examples came out in 1910. Mrs. Minnie M. Akers entered Houghton & Dutton's department store in the Christmas rush of 1907. She was in a delicate condition. A store detective mistook her for a shoplifter; had her detained and searched. He made a great mistake; not only did he discover no evidence, but he gave her such a shock that she all but died. She and her husband brought a suit, which came to trial on May 16, 1910, and obtained a verdict of \$8,400. Now note: there were seven jury sessions going on at the time; this was in the "fourth session." It was the most important case tried in all seven sessions on that date. The "Herald" and the "Advertiser" run a court column for the benefit of lawyers—a brief synopsis of all cases. The "Advertiser" gave a three-line, colorless record of the verdict; the "Herald" dropped the case out of its record. It reported sessions one, two, three, five, six and seven, but not session four—while that case was on! When, next day, a small personal damage case came up in four, the "Herald" resumed its full report. The "Herald" was then near bankruptcy, and was inclined to eat out of every hand that dipped into gold. At this period, indeed, it put forth for the benefit of its editors a "keep-out book," listing those persons and firms who must be "extended every courtesy." But the other papers were just as subservient. For this unusual case, this heavy verdict, was fair news matter in the general columns, outside of the legal department. Had the defendant been a saloon-keeper, for example, it would have been good for an item anywhere.

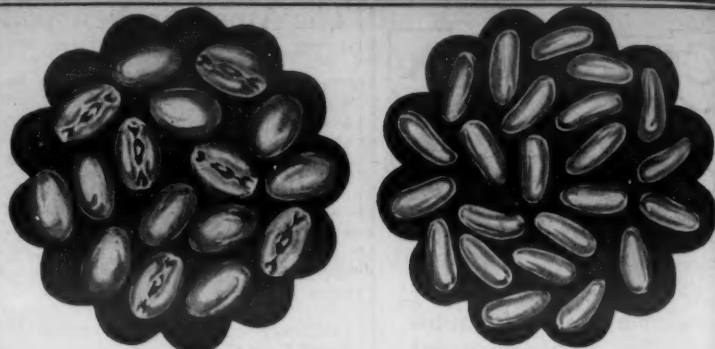
Publicity and the Department Store

THE Boston "Traveler" changed management last year, after the episode of Fabey vs. The National Shawmut Bank, to be mentioned later. Cleveland capital bought it; Cleveland newspaper men took the management. And the Cleveland newspapers in general are fairly free from advertising control. The new editors started, apparently, with the same "square-deal-to-all" rule which Hearst followed when he invaded Boston. An ammonia tank blew up in the basement of Henry Siegel's department store at about four o'clock one afternoon last July. The "Traveler" and the "American" are the only Boston evening newspapers which publish a late "baseball extra." All the others had sent their last edition to press by four o'clock. The Hearst "American" ignored it. The "Traveler" sent a reporter. He found the condition of affairs picturesque, though not dangerous. The fumes had rolled up into the store, driving the shoppers and store-girls before them. A few of the girls had gone back for their hats; fumes had overcome them. When the "Traveler" reporter arrived, men employees were assisting them out.

The "Traveler" published this story on the front page. The morning newspapers passed it over without a line. The Associated Press sent it out. The New York newspapers proved their appreciation of its absolute value by giving it space—many on the front page. The Boston "Transcript" next afternoon showed better backbone than it did in the Harvard Beer case by printing the Associated Press story. And that was all the publicity which this "live news matter" got in Boston. In the same summer a hot bolt dropped into a barrel of tar at the Charleston Navy Yard. The barrel blazed, and the workmen heaved it overboard; whereupon the episode was closed. But that made space in all the Boston newspapers—the "American" gave it a "five-column display" on the front page. The navy does not advertise.

Another Influence

ANOTHER and more subtle influence spreads from the advertiser to asphyxiate free journalism in Boston. Before I attack that point I must digress to lay before the newspaper reader a distinction which every newspaper maker understands. If your journal is to preserve even the appearance of frankness, it must make some physical distinction between voluntary statement of the truth and paid matter. Generally, the distinction is set by the character and "face" of the type. The reader should know it at a glance, usually does know, whether this or that item is paid matter, or genuine news written untrammelled from the point of view of the reporter. The advertiser pays his tribute to the power of the press by his eagerness to get a "type-display" identical with that of the news columns. So appears the so-called "reading notice," whose price is from two to ten times that of corresponding space in advertising type. Fair newspapers generally accept such matter, but



It is Done by a Steam Explosion

These curious grains of Puffed Wheat and Puffed Rice—eight times normal size—are exploded by steam.

The raw kernels of grain are sealed up in bronze metal guns. Then the guns are revolved for sixty minutes in a heat of 550 degrees.

That heat turns the moisture in the grain to steam, and the pressure becomes tremendous. Suddenly the guns are unsealed and the steam explodes. The grains are shot out against a far-away screen.

They come out as you see them—eight times former size, four times as porous as bread. Yet the coats of the grain are unbroken. They are nut-like, crisp and brown.

Prof. Anderson's Way

That's Prof. Anderson's way for making cereals digestible. He conceived the idea of turning internal moisture to steam.

When that steam explodes, all the millions of food granules are literally blasted to pieces. The digestive juices can instantly act on them. Digestion begins before the grains reach the stomach.

Cooking, baking and toasting, break up some of the granules. But no other method ever conceived makes grain half so digestible as this explosion by steam.

That's immensely important. Food that feeds must digest. And there's no tax on the stomach from Puffed Wheat and Puffed Rice.

Puffed Wheat, 10c Puffed Rice, 15c

Except
in
Extreme
West

But one forgets about digestion when he eats these foods. They seem too enticing to be scientific.

Some serve them with cream, like other cereals. Some mix them with fruit. Some serve them, like crackers, in a bowl of milk. And that's a delightful way.

The grains are crisper than crackers. They are four times as porous as bread. And, unlike bread and crackers, they supply a whole-grain food.

Like Toasted Nuts

The taste suggests toasted nut-meats. Imagine how children like them.

The grains are used in candy making, just like nuts. They are used to frost cake, to garnish ice cream.

And 18,000,000 dishes monthly are eaten in a myriad homes.

If they are not yet served in your home, don't you think it time? If so, please tell your grocer—now—to send you what you want.

The Quaker Oats Company

SOLE MAKERS

(167)

IN ANSWERING THIS ADVERTISEMENT PLEASE MENTION COLLIER'S



"Ah, cook knows what I like!"

So exclaim all her favorites when she serves the delicious, appetizing

SNIDER PROCESS PORK & BEANS

As they come from the can, they are whole, rich in color, and, especially when hot, laden with an aroma irresistible.

As a food, their nutritive value is very high. They are concentrated nutrition. In the process of digestion, beans are almost entirely absorbed, containing very little waste.

The smacking zest of Snider's is due to the perfect seasoning sauce, made from Snider's Tomato Catsup. The daintiest of the pork, a bit of jowl, makes them luscious.

Snider's are good food and good economy.

"It's the Process"



Try Snider's Chili Sauce upon roasts, chops, steaks, and all fish.

The T. A. Snider Preserve Co.
Cincinnati, U. S. A.

All Snider Products comply with all Pure Food Laws of the world.



"The Best of All"

THE young bride will appreciate no present so much as a Tyden Locked Dining Table. For it will be as beautiful, strong and rigid in ten years as the day it came into the new home.

THE Tyden Lock is a simple device hidden in the pedestal, which holds the halves of the pedestal tightly together preventing sag and gap. It centers the top and allows the insertion of up to three leaves without pedestal division.

YOUR dealer will gladly show you a Tyden Locked Table, as there are over sixty of the best makes so equipped. We will send on request "Tables Beautiful," a handsome little booklet that tells of table decoration for special occasions.

TYDEN LOCK ADV. BUREAU
661-B Monandock Bldg., Chicago



Make Stained Glass Out of Plain Glass by using **Windowphane**

which is a thin, translucent material perfectly reproducing all the rich coloring of the most beautiful stained glass. Easily applied by anyone to ordinary windows, without removing them from the sash. Costs very little. Practically indestructible. Made in conventional patterns, also appropriate designs for any purpose. Suitable for doors, transoms, and windows in private houses, as well as in churches, hotels, etc. Send for free samples and catalog showing borders, panels, centerpieces and filling-in colors. Dealers wanted.

D. E. MALL, 10 E. 14th St., New York

state its purpose by printing at the end "Adv." or the three stars (*,**), which have come, in the perception of most readers, to mean the same thing. Between those three stars and blank space lies the difference between truth and falsehood. When he makes a "reader" appear like news, the editor adulterates his product. It may be quite harmless adulteration, as when he gives news of a millinery opening in a department store. It may be poisonous adulteration, as when newspapers here and there throughout the country publish "dollar-a-line" Smith's paid despatches lying about the situation in the corrupt insurance companies. It is always, in greater or smaller degree, a violation of the newspaper's tacit contract with its readers.

Reading Notices as a Bonus

NOW "reading notices," published without star or distinguishing mark, have been a constant source of revenue to most Boston newspapers. Boston has recently improved a little in this respect; a new law is at the bottom of the reformation. By common consent, however, the department stores still expect reading notices as a bonus. "How many readers will you give us?" asks the store advertising manager of the solicitor. Unless he desire something contrary to obvious public morals or to the newspaper's policy, any one, until recently, could insert nearly anything in most Boston newspapers at a dollar a line. The Boston Elevated, for example, wishes to make an example of conductors convicted of "knocking-down" fares. These cases are merely petty larceny; the amount of the theft is seldom more than ten or fifteen dollars; they are hardly worth the attention of a metropolitan newspaper. But until recently the Elevated Company has paid certain newspapers a dollar a line to publish these items as news. Go back and compare these ten-dollar larcenies, published in full, with the \$8,400 Houghton & Dutton verdict, absolutely suppressed! If the conductors also were advertisers, doubtless their crimes would not be published—not though they stole a whole railroad.

Much mere "stuff," crowding out more valuable matter, gets into the Boston newspapers through this cringing attitude. If the management ask favors, so may the chiefs of departments. The sister-in-law of a head buyer belongs to the Little Busy Bees of the Tenth Unitarian Church, which is about to give a lawn party. The head buyer is likely to ask, and the newspaper to grant, extended advance notice of this mildly thrilling event. So, in preferred position, occupying three columns with pictures, we find the lawn party noticed, not as news, but merely as something about to happen. How much padding and "fluff" has appeared concerning the Boston Opera House only the Boston news editors know. For the department story family of Jordan is heavily interested in this philanthropic enterprise; and much of this matter comes from the press agency, not of the opera-house but of the Jordan-Marsh Company. The process is harmless adulteration—not poison, only a little water. But when it becomes too common it distorts the picture of this world which the newspaper presents its readers.

The Effect of Boston Journalism

DECENT of speech, cowardly of heart, a prophet when the cause does not touch its own pocket, a dumb thing when it does—by such journalism is Boston served. Has its half-hearted policy affected the public intelligence of its city? I believe that it has. For the social and intellectual caste of Boston is curious. The ancient New England spirit of stern virtue remains; the second generation from the fiery Abolitionists have kept their idealism, if not their fire. Boston orders its saloons closed on Sundays, and sees that they remain closed; it enforces strict decency of public conduct; it is the last American word on good taste in municipal architecture. And notice this parallel: on conventional personal morals, on merely physical municipal improvements, its newspapers are strong. In no other American city is so great a proportion of people who want to do the right thing. But they wobble ineffectually, while the gang and allied interests go straight to what they want. For in few other American cities do the people so dimly understand what is the right thing socially and politically. That the moral face of the world has changed in this generation; that the great issues are no longer political but economic; that new conditions have brought new sins—Boston as an entity knows not these things. And I for one believe that Boston is so not because she is Boston, but because her newspapers have withheld the light that never was in university or college—the light of a sane, broad, truthful point of view on the daily flow of the times.



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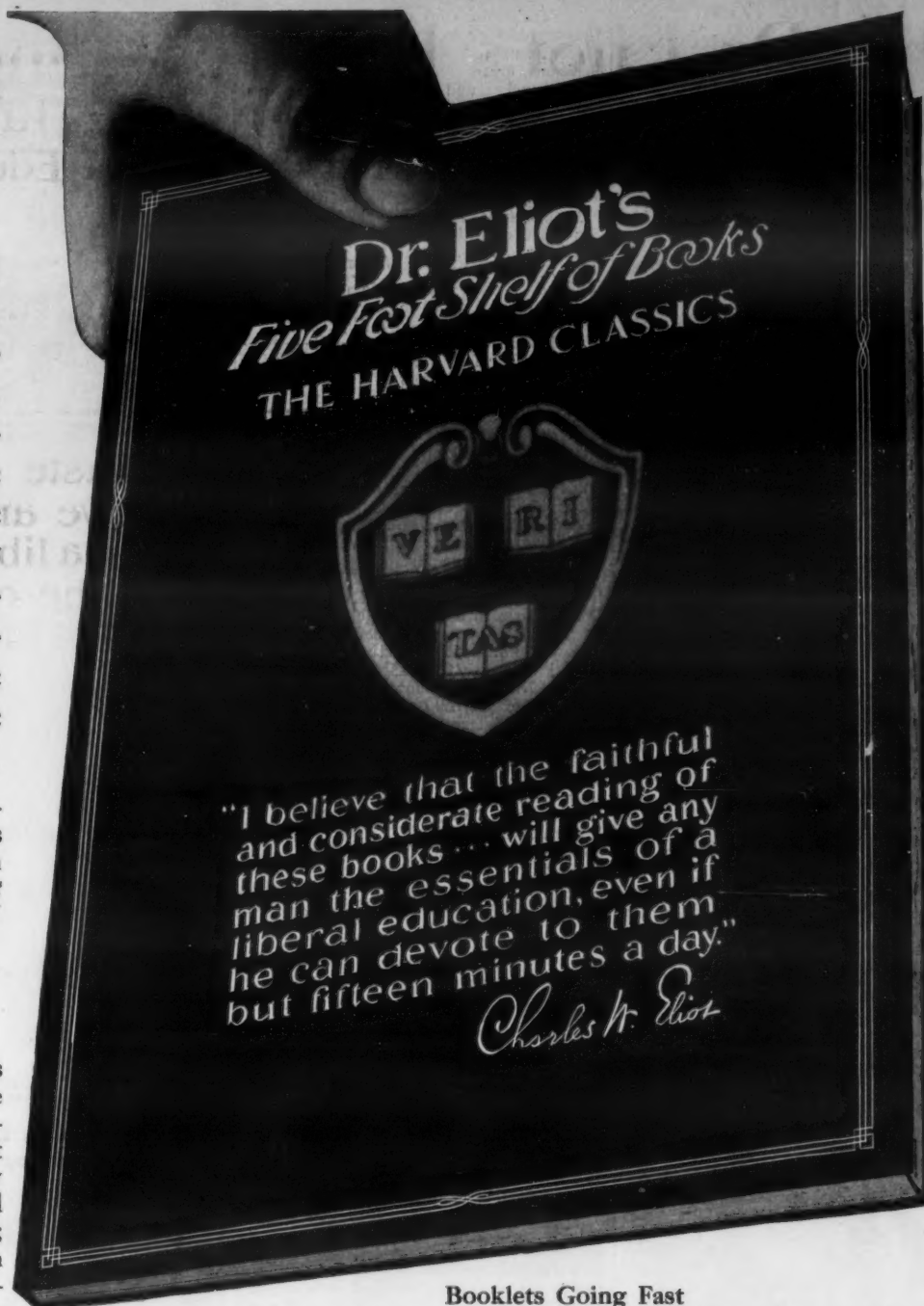
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Meaning of Revolution

(Continued from page 11)

into Mexico in Diaz's time, and he was the supreme giver of concessions, whether of contracts to the great English firm of Pearsons, or for railways to a Harriman, or of ranches and oil lands to a Hearst. Yet no one says that he profited as he might. His fortune is estimated at less than Limantour's and Corral's. He loved power—the power of office—more than money. He is both Indian proud and Spanish proud; and, in the midst of the crisis, his remorseless, rigid, unyielding nature has stood out like a granite promontory.

The Return of Diaz

HAD he shown the wisdom in 1910 that he did in '80 he might still be a hero. In '80 he retired in good faith, because the Constitution then did not permit his reelection. For four years Manuel Gonzalez was in his place. It was a reign of corruption, extravagance, and uncertainty, such as we associate with Central American dictatorship. All Mexico demanded Diaz's return. Mexico must have a man, and he was the one, said the property-holders and the foreign interests, just as they said when they demanded that he take his eighth term in 1910.

"I am not interested in what happens afterward," as one foreigner with all his capital at stake said when I was in Mexico, "but I do know that if we can keep Don Porfirio in office a little while longer there will be peace; and before he dies I hope to be out with a fortune."

Of late, under the weight of his years, Diaz had submitted more and more to the influence of *El Grupo*, a little group of Cabinet Ministers using the magic of his power for their purposes, each one representing some foreign interest. They plotted against one another at the same time that they tried to keep out intruders from a share of the spoils. The rich family of Madero and other strong home factors had no voice in control. The courtiers of the Cabinet and every foreigner who wanted concessions flattered the increasing vanity of an old man. He was loaded with decorations; writers were hired to make pleasant books about "the greatest ruler of the age"; newspapers were subsidized. It seemed as if the pyramid could stand on its apex forever.

Meanwhile, education was bearing fruit. The higher schools turned out their hundreds of graduates with new ideals, who had no place in the Government. Nepotism existed in the Rurales, with ranks closed to the ambitious young mountaineer. An army without inspection by its autocrat shared *El Grupo's* confidence in the magic of Diaz. The peon saw his Indian idol surrounded by men who in no way represented himself. He, too, was getting a little education: he was hearing of the outside world; he was learning to think of Mexico for the Mexicans. If he rode on a train, an American conductor took his ticket, an American engineer was in the cab. When he labored in a mine or at any other work, it was a foreigner who was in command; a foreigner who paid him his wages. The hacienda owners still treated him as a chattel of their immense, ill-titled, and extravagantly managed estates.

Among the superior types of the rural population an ambition for the ownership of land was growing. But the lords of the haciendas would part with none. All power not centered in Diaz and *El Grupo* was with the landowners. *Jefe politicos* and governors taking their authority from higher up could imprison without trial and give the prisoner a Spanish chance to escape, and shoot him if he ran. And this ruling caste was about five per cent of the population.

Madero's Service

UNREST to the point of revolt was in the breasts of the other ninety-five per cent. But how begin? Not by voting, when they were not allowed to vote. Not through Congress. Diaz chose the members. One of them, who represented Lower California, had never been in his constituency. By armed rising? This required a splendid courage in face of the mighty prestige of the master of Chapultepec, who had again and again punished revolution with death. He was the synonym for a kind of superhuman power to the Mexican masses.

So Madero's service was to strike the spark of confidence to the people in their own power. The victories of his insurgent bands were not the great victory. This came when the ninety-five per cent with the voice of the Direct Primary spoke their long-nurtured protest in a popular Recall to Porfirio Diaz. They were no longer afraid of the jefe or the governor, for it was quite out of the question to put a whole population in jail for sedition. The old magic of personal tyranny was dead. Porfirio Diaz, after all, the peon found,

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was not superhuman; he was simply a statesman who had survived his usefulness. The men around him had had no real political capital—no power of their own, vested in a popular following—except that of the favor of the one who had been both the state and the people to them. As an overwhelming wave, the public opinion of Mexico rolled up against the walls of Chapultepec.

Before Juarez capitulated there was an equally significant capitulation in the resignation of the Secretary of Foreign Affairs, Enrique Creel, and the departure of Vice-President Corral, to make way for more creditable successors and a propitiatory plan of reform. Men were no longer afraid to speak their minds freely in the street. All the truth which the press agency methods of *El Grupo* had suppressed now flowed out over the wires to an outside world. In Congress there were actual debates. Members dared to demand that Diaz resign. A bill was presented, with Government consent, meeting the most vital of the concrete demands of the revolutionists by giving the people the opportunity of owning land through the subdivision of the big haciendas.

Though it might be possible to overcome Madero's army or the army of any revolution which sprang from one section of the country, there is no overcoming the Direct Primary of the ninety-five per cent. They had given Diaz his own mandate thirty years before. They now took it away. He did much in his earlier terms of office to develop national unity and self-consciousness, without thinking that the child was going to grow. At the first sign of its trying to use its newly developed faculties, he gave the old, unpopular governors orders to stop such nonsense. His country had gone beyond the point to which he had advanced it; and he was pulling back.

One thing is clear: the old order can not be reestablished soon. A Mexico with its rough element riotous and looting, with the youth of education fit and determined to lead and the masses following them, can not be restored to order under any banner except that of reform. The pacification of a country ranging from tropical jungle to desert and mountain fastness, with practically all the people passively or actively resisting, brings up a vista of countless garrisons worn with watching for ununiformed guerrillas, who hide their rifles by day and forgather for attack at night. No one could appreciate so well as Diaz this herculean task. He was a leading factor in making it such for the French.

The Anti-American Sentiment

LONG before our own public knew anything of the real seriousness of the situation, or even Chapultepec knew, Washington had word of a magazine of unrest waiting only to be fired. We sent our troops south when from our consuls and our Treasury agents came reports of universal preparations for an uprising, and that the strong feeling against Diaz was in common with a strong feeling against the Americans who, in every part of the country, were directing railroads, mines, and other enterprises.

If there were a call for help, our army was at hand. Its presence on the border was an answer to any protests of the Mexican Government by way of excuse to foreign governments that we were not maintaining neutrality. No high officer of our army or our Government with Cuban or Philippine experience—and we have many—who recommended the mobilization could ever desire a campaign in Mexico. They understood the anti-American feeling. They realized that if there was anything which would bring factions together and make every faction careful of American lives and interests, it was the knowledge that we were prepared to cross the border if necessary. A knowing hand in Washington has been on the pulse of the Mexican situation from the first, and the object of every move has been to prevent any need for intervention arising.

The Mexicans have always thought that we meant to annex their country at the first opportunity. Our spreading industrial interests there strengthened their conviction. In a time of stress for them, when we might easily have found an excuse if we had conquest in mind, American public opinion has been as pronounced a unit for our keeping out as Mexican public opinion has been for reform. As a matter of ethics and selfish interest, we want no part in the internal affairs of our neighbors, who are alien in customs and language. All our protests to this effect have not allayed Latin-American skepticism. Now there is proof that we have meant exactly what we said. The Mexican revolution will serve an international purpose if it establishes a basis of understanding free of suspicion for a fellowship of republics on this continent.



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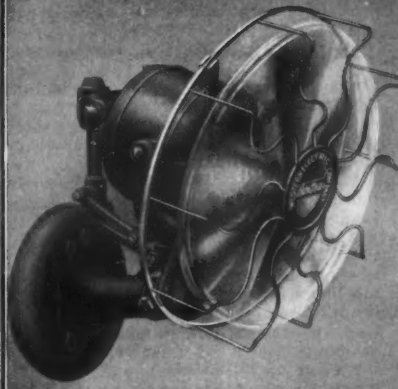
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The Average Man's Money

A Page for Investors

Diversified Investment

IN the letter printed below, a reader of this page has made a suggestion which the editor will be glad to follow out. In this connection we want some specific illustrations of diversified investments. The details from anybody of such an actual investment will receive careful reading.

EDITOR "THE AVERAGE MAN'S MONEY":

Sir—I suggest as an idea for "The Average Man's Money" articles on the spreading of risks for small fortunes. You have covered a great many fields of investment in your articles, but I do not recollect any particular article dealing with the desirability of investing in different fields, though you may possibly have covered it at some time. For example, the way in which a man with a fortune of \$5,000 should spread his investments, and again at \$10,000 and \$20,000.

Since it is just as easy to spread even a small fortune as to concentrate on a class, and no sacrifice of interest is necessary, distribution appears to me to be wise, even though it is necessary to go down the line three or four times with small units. Assuming a probability of \$10,000 savings in six or seven years, it would be wise to make purchases of \$500 on each security and then raise them to \$1,000 by a second purchase when the line has been completed, rather than to purchase \$1,000 at a time. Moreover, there is a certain end to reach which is in itself a stimulus.

J. H. G.

Good Bonds Are Cheap

SOME months ago the above heading was used on this page. This week it is used again as an appropriate caption for the table reproduced here from a re-

cent circular of Spencer Trask & Co. The statistics represent the composite price of ten high-grade railroad bonds:

For the week ending April 29.....	100.32
For the week ending April 22.....	100.23
For the week ending April 15.....	100.26
For the week ending April 8.....	100.24
Average for April.....	100.26
Average for four months of 1911.....	100.44
Average for the year 1910.....	100.72
Average for three years, 1908-1910, inclusive.....	101.46
Average for 13 years, 1898-1910, inclusive.....	102.81

"Intelligent Inquiry"

AT the top of its department of "Answers to Inquirers," the "Wall Street Journal" quotes the sentence: "Intelligent inquiry is the public's great safeguard." This is the one fundamental truth which investors can not hear too often. Nowhere, to the knowledge of the editor of this page, are questions relating to investments answered more honestly and intelligently than in the "Wall Street Journal." The object of the department, as stated in a notice to readers, "is to give information relative to financial data, statistical facts concerning securities, and advice in the matter of investments. No charge is made for answers, no questions are personally answered for a fee."

It is a real service, offered to the people in good faith, and performed with ability. In these respects the "Wall Street Journal" acts on the theory held by all good bankers, and expressed on this page two weeks ago by David R. Forgan, president of the National City Bank of Chicago:

"If the average man does not know, let him ask. Any banker worthy of his position will gladly and gratuitously give him an honest opinion on any investment offered in the market."

The Field for Southern Bonds, by Arthur M. Harris, of Harris, Forbes & Co., New York City

Taken from an Address Delivered Before the Southern Commercial Congress, at Atlanta on March 8

The field for Southern bonds is coextensive with the field for Northern bonds. The extent to which such bonds will be taken depends upon the opportunities offered by the South as a field for investment

THE South, from an industrial and investment standpoint, is younger even than most of the newest sections of the West, and circumstances, rather than her people, furnish the basic explanation for this condition. About 1880 the new industrial South began to find itself, to build and to grow, and no one can study its industrial progress during the last thirty years without feeling the greatest admiration for what it has accomplished.

The greatest difficulty we encounter in the South, and one of the foremost reasons for the prejudice among investors against Southern municipal bonds is the matter of tax limitations. By this I mean a restriction placed upon the taxing power of a municipality or county, either by the Constitution of the State or through legislative action. These limitations are of various kinds, but the usual form is to provide that the tax in any one year shall not exceed a certain ratio of the assessed valuation—that is, a fixed limit of so many mills on the dollar.

Tax Limitation a Handicap

THE objection to such a tax limitation is that during a period of business depression, especially if the depression is a protracted one such as that during the early 90's, the assessed valuation of property may fall to such an extent that the municipality or county under this limited tax rate can not raise revenues sufficient to meet its obligations. The result is a default in the interest payment and the credit of the issuing body is seriously affected for years. This is not a theoretical condition, as there have been numerous defaults on Southern municipal obligations as a result of this vicious tax limitation. During the early 90's in the

State of Alabama alone, the cities of Birmingham, Mobile, Montgomery, Troy, Tuscaloosa, Decatur, Anniston, and several counties encountered grave difficulties in meeting their obligations.

What is the practical result of these limitations from the standpoint of the issuing municipality? Discerning dealers and discerning investors scan these limitations closely, and where unsatisfactory conditions are found refuse to handle the bonds. The absence of competition from the old-line standard dealers naturally has a depressing effect upon the price, and where the securities are found marketable it is only at a heavy cost to the municipalities. For instance, every single municipality in the State of Alabama, city, county, or town, is taking the consequences of the tax limitation with every bond issue that is put out, and if you will look over the rates of interest and prices received upon bonds in that State, compared with the securities of similar municipalities in Georgia, for instance, you have a direct appreciation of the result.

There is absolutely no reason for applying limitations of this character to the payment of bonds or interest thereon, and where they are found suspicious are immediately raised in the minds of bankers who would otherwise buy the entire issue of bonds. Right here we might ask why it was that Memphis under the old régime had to secure every loan, even that issued for the purchase of the water-works, by a specific mortgage upon the property, and the same query applies to Montgomery and Mobile. This proceeding is so unusual as to imply a discredit upon the municipality which resorts to it.

These tax limitations have crept into the laws of many of the Southern States as a result of an unscientific attempt to protect the taxpayer and limit the powers of the municipal officials. The object is a commendable one, but the method by

which it has been accomplished is thoroughly vicious. The same result can be accomplished by other and better means. In the first place, a very large measure of protection can be given by limiting the amount of debt that can be incurred, usually in relation to the assessed valuation, and this is becoming more and more the method employed by the different States. In South Carolina, for instance, the Constitution provides that a county or city or other governmental subdivision can not create a larger bonded indebtedness than 8 per cent of the taxable property value, nor greater than 15 per cent of such assessed property of all political divisions embraced in the same territory. This regulation is not a model, for it is difficult to construe, and allows many exceptions, but it is one of the most satisfactory in the South.

I firmly believe that the material and industrial progress of the South during the next twenty years will equal, if not exceed, that of any other section of the United States. From now on, and for the first time since the close of the Civil War, the South will be competing on favorable terms with the rest of the country.

The South Replacing the West

NO longer do there exist in the West immense areas of fertile and unoccupied land, enormous stretches of uncut timber and land underlaid with coal, iron, and other mineral resources to be had, as was true twenty years ago, simply for the asking.

The greater portion of the land of the West has now passed from public to private ownership, and on an acreage basis the prices asked compare with the existing market prices for the best farm lands in the East.

In its efforts to attract capital and a desirable immigration, the South will no longer have to meet the competi-

Speculative Value and Income

"Why not," said the bankers, "sell out the line of cheap stocks and put the money into securities that yield an income sufficient for what she deems her needs. If you don't, she will sell out the stock from time to time as she wants money, and may find herself with little more than the \$1,800 annuity to live on."

After a study of the market and the widow's needs, the following report was sent by the bankers to the family lawyer:

STOCKS—		SOLD		Income Rates	
1,600 Kansas City Southern.....	@ 35		\$56,000	None	
300 Chesapeake & Ohio Ry.....	@ 80		24,000	\$1,500	
700 M. & K. T. Ry.....	@ 30		21,000	None	
500 Great Nor. Ore. cfs.....	@ 60		30,000	750	
800 Southern Ry.....	@ 26		20,800	None	
500 Virginia-Carolina Chem.....	@ 65		32,500	2,500	
300 Western Union.....	@ 72		21,600	900	
			\$205,900	\$5,650	
STOCKS—		BOUGHT		Income Rates	
400 Int. Harvester com.....	@ 115		\$46,000	\$2,000	
100 Int. Harvester pref.....	@ 124		12,400	700	
300 United Dry Goods pref.....	@ 105		31,500	2,100	
300 A. T. & S. Fe Ry.....	@ 108		32,400	1,800	
			\$122,300	\$6,600	
Bonds—					
30 N. Y. City 4½s.....	@ 103		\$30,900	\$1,200	
50 U. S. Steel 5s.....	@ 105		52,500	2,500	
			\$82,400	\$3,700	
Add stocks bought.....			\$122,300	6,600	
Add annuity from insurance.....			\$204,700	\$10,300	
Income from readjusted holdings.....				1,800	
				\$12,100	

this sort of buying for the hoped-for rise in value in the future—to investment securities to which the woman should confine herself, and the transaction was carried through with intelligence. Good investment advice is easy to get, and, if followed, is about the most valuable commodity in the world to a woman left in the position of this one.

tion offered by the opening up of the West.

From the standpoint of productiveness, the cheapest land in the United States today is to be found in the South. Agriculture remains the greatest economic interest of Southern life, and while there has been a considerable advance in prices during the last few years, there has been little inflation as the result of speculation. The large influx of population from other States and other nations, together with the general movement toward the diversification of crops, will prove powerful factors in maintaining legitimate land values.

Legislation and Business

CAPITAL may be divided into two classes, speculative capital, which is bold, and investment capital, which is timid. In matters financial, invitations to capital seeking opportunity for a debauch in wild speculation should be withheld. In encouraging the coming of investment capital, let your hospitality know no bounds. Your legislators must control your legislation, but, first and above all, let the legislator understand that you, the business men of the South, control him. Control him, I mean, in the sense that your legislation governing the creation of municipal debt, providing for the payment of same, regulating public-service corporations, governing the rights and privileges of industrial corporations, shall be of such a character as to properly safeguard the interests of your own citizens, whether they be capitalists or laborers, and at the same time such as to encourage the coming of that capital which will come to build your railroads, harness your water-power, generate the electricity which shall propel your cars, urban and inter-urban, operate your mills and light your streets and homes; capital which will come to mine your minerals, build your mills, and operate your looms; capital which will come seeking these and other channels for investment, anxious to make the Southland its home, and to remain with you so long as it can be of service.



Arthur M. Harris



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The Devil's Due

(Continued from page 17)

it occurred to me that possibly you would feel you knew me well enough to dispense with such a recommendation." Again Baird laughed, cocking his head, and Chester, in his painstaking effort to comprehend the man and puzzled to know what he was driving at, smiled gravely. "To come to the point, I'm very much interested in butterflies, and I should like permission to see your collection."

"I shall be very glad to show it to you." Chester spoke cordially, but he was sure that the interest which the Senator declared was only a pretext and covered some mysterious motive. "When would you like to look at it?"

"I had hoped to leave for home on the midnight train to-night," Baird replied. "I thought possibly if you were free for an hour this evening—"

"I'm very sorry indeed; to-night I've engaged to read a paper at a club. If you could stay over, I shall be free all to-morrow morning."

"You're very good; I'll certainly stay. I can't reject such an opportunity. I've wanted to see that collection, Mr. Chester, ever since I first heard of it."

"You're a collector yourself?"
"A beginner—an amateur. My boy got me interested a couple of years ago. He was a youngster having a lot of fun chasing about with a butterfly net; and when he brought his specimens in, I used to help him mount them. And finally I got to running about with a butterfly net of my own. I have specimens now of most of the local species, and I'm very much interested in seeing how an authority in such matters goes to work. I wish my boy could see, too; he's a real enthusiast. I hope he'll be a naturalist. He's at boarding-school now."

RUDOLPH CHESTER, childless widower that he was, found himself touched.

"I can't imagine anything pleasanter than having a boy with those tastes," he said.

"Your books have done a lot for him; he's read them all. They got me interested in nature study," remarked Baird. "That last one of yours—'Winter By-paths'—I came near writing you a letter after I'd read it. But I was afraid it might look like an unfair attempt to disarm the editor." He laughed exuberantly. "I feel now that I can be as appreciative as I like, without exciting suspicion." He rose. "But I won't detain you any longer now; you're congenially busy, no doubt, after to-day's *débauché*." His laugh bubbled forth again. "At what time to-morrow morning may I call on you, Mr. Chester?"

"Whenever you find it most convenient; I shall be at home all the morning. My house is Number 22 Grosvenor Street."

"Thank you; I shall get round at about ten o'clock."

"I think, Senator," the editor spoke with some awkwardness, "I think your interest in my books and in my collection is, under the circumstances, quite—"

He hesitated, searching in his precise literary habit for the right word.

"Now don't say uncalled for," Baird broke in, to relieve him.

Chester smiled and warmed at the little man's kindly tact.

"No, I had no intention of saying 'uncalled for,'" he declared emphatically.

"A thing that is interesting in itself is interesting, and I don't let other considerations affect my view of it," said Baird. "I've found all your work interesting, Mr. Chester. I imagine that none of it has escaped me." His laugh bubbled forth. "I have a desire to ask an impertinent question."

"Don't hesitate."

"Is it at that desk that the 'Eagle's' thunderbolts are forged?"

"Yes," admitted Chester.

"It is an austere-looking desk. In my imagination I always pictured it as heaped with manuscripts in an indescribable confusion. Instead of that I see just one manuscript in the midst of a neat green expanse. Is it perhaps another thunderbolt?"

"I had just finished it when you came in," Chester acknowledged.

"Well," said the Senator cheerfully, "if I survive it, I'll call at your house shortly after ten to-morrow. And I'll make a special effort to survive, for I do want to see those butterflies."

AFTER Baird had gone, Chester read over the valedictory editorial. It was a savage thing, he confessed, and he found less pleasure in the picturesque invective of it than when he had composed it—less pleasure than that which had always heretofore accompanied his exuberant attacks upon Baird. The little

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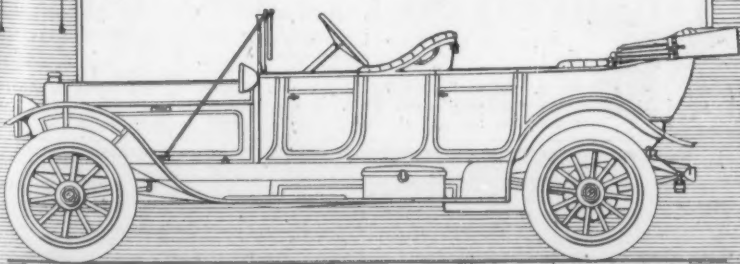
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man's agreeableness had made the editor's
own bitterly exultant words seem some-
what ugly.

For a moment he contemplated a soft-
ening revision. But no; Baird's agreeable
personality should not be permitted to
affect a proper expression of rejoicing at
his overthrow.

The editorial was sent to the pressroom
without change. Chester went home, feel-
ing strangely discontented after the achieve-
ment of such a political victory. At the
meeting of his club that evening, he was
congratulated on the success of his ten-
year fight, and on the effectiveness of his
editorial broadsides. He was glad that he
had won, glad that he had been effective,
yet there was an exasperating internal
shadow on his satisfaction. Baird's whim-
sical question: "Is that the desk where
the thunderbolts are forged?" and subse-
quent comment: "It is an austere-looking
desk," lingered unpleasantly in his mem-
ory. They suggested to him that the
chief object of his wrath in all these
years had not personally found his wrath
so very terrible. That was an irritating
thought.

And another disturbing reflection was
that this man against whom he had nour-
ished such implacable hatred had been
able in a brief interview to placate it.
Chester found it impossible any longer
to visualize Baird as a crafty, sordid,
scheming villain. His ability so to visu-
alize him in the past had given power
to his editorials. Now he felt that he
had told the truth about Baird in the
past, but that he could never tell it so
effectively again. He even hoped it would
never be necessary.

THE next morning, when he read his
editorial in the "Eagle," he was con-
vinced that Baird would forego the plea-
sure of examining his butterfly collection.
Printed, the thing seemed more pitiless
than in manuscript. He did not regret it,
for he felt that it merely registered, in
vivid terms, the pronouncement of God
and the people upon Douglas Baird. But
he was rather sorry that it closed the
avenue to further acquaintance with
Baird. He found himself possessed with
what he regarded as a scientific interest
in the man, a desire to get at him and
learn what sort of a human being he was.
He had felt no such desire about any other
man for years. But he was sure that
Baird could not pass over that editorial.
Chester admitted to himself that it was
profoundly insulting.

It was therefore with an unusual emo-
tion of interest that, looking out of his
library window shortly after ten o'clock,
he beheld Baird alighting from a cab in
front of his door.

There was no lack of cordiality in Baird's
greeting. His buoyancy of spirit seemed
unabated. He made only the mildest ref-
erence to the editorial.

"You see, I survived!" he cried tri-
umphantly. "And here I am, more keen
than ever to look at those butterflies."

Chester, as he led the way to the room
in which he kept his collection, felt a dis-
appointment tinged with contempt.

However, he rose to the demands made
upon him as host. He showed his guest
nothing of the scorn which his persistent
friendliness inspired. And, as a matter of
fact, in the presence of the butterflies,
Chester soon forgot all personal animos-
ity and aversion. Never had any one
more appreciative, more quickly intelli-
gent, looked at his collection.

IN the collection each butterfly was
mounted upon a thin plaster tablet,
in which there was a depression to re-
ceive it, and was covered with glass. Thus
each specimen could be handled freely. The
tablets were stored in shallow drawers of
cases that reached to the ceiling and lined
the walls of the specially constructed fire-
proof room. To Baird the method of mount-
ing was new; he exclaimed over it with
pleasure and wonder.

"So much better than my little mahog-
any drawers," he said. "I'll have my col-
lection remounted this way first thing.—
Of course you didn't capture all these but-
terflies yourself, did you, Mr. Chester?"

"Oh, no. Some I got by exchange, others
I bought. I've caught butterflies in Cen-
tral America and Brazil and Italy and In-
dia—but the collection represents a greater
variety than that."

"My first idea," said Baird, "was to
limit my collection simply to butterflies
that I had caught myself. I've already
secured a pretty complete list of local
specimens. What I want to do now is to
go to foreign lands and get new varieties.
But I'm pretty old for that; I wish I'd
begun when I was young."

"You will come to buying and exchang-
ing," predicted Chester. "Naturally those
in which you take the greatest pride are
those which you catch yourself; but there's
a satisfaction in completeness—however



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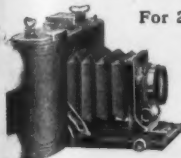


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Panama Hats

This is the New Flexo Panama which will be worn by over 3000 letter carriers in New York City this season.

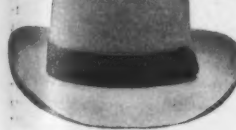


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it's acquired. Now I have, for instance, an absolutely complete set of Guatemalan butterflies, as far as is known. Some of them I caught myself—enough to give me a sort of personal interest in the set. And what I'm especially proud of is that I caught the rarest, the most valuable one of all. It's quite a beauty." He climbed up on the little stepladder which enabled him to reach the topmost drawers. "Guatemala—Guatemala—" While his eyes and fingers were still searching, a servant entered the room.

"Mr. Goodhue would like to speak to you on the telephone, sir," she announced.

"Will you excuse me?" Chester descended the ladder. "While I'm gone, look at anything you like. I'm as proud of that Guatemala set as any—you'll find them up in those top rows. Everything's labeled."

BAIRD availed himself of the permission. He mounted the steps; the room was high-studded, and it was only by standing on tiptoe and stretching that he could reach the topmost tier of cases. But he got down one marked "Guatemala—Morphidae" and descended with it to examine the contents.

He found in this drawer only two of the plaster tablets—each containing a butterfly with an eight-inch spread of wings. One was a brilliant shining green, with purple lights flickering out as Baird tilted the glass toward a window, and with a broad scarlet band across each wing. The other was a marvelous blending of soft hues, beginning with a light rose color at the edges of the wings and deepening to amethystine tones toward the center. Baird's lips parted as he gazed at them; they excited him, they gave him strange longings for the tropics, they filled him with eagerness to see more treasures. He replaced them in the shallow drawer and, holding it carefully, mounted the steps.

But as he mounted, his eyes roved in eager anticipation over the labels of the highest tier, and while he was reaching up to replace the drawer, his foot missed the top step of the ladder, and he stumbled forward against the cases. The drawer to which he was clinging with his right hand was knocked downward, and the two tablets slid out of it and crashed upon the tiled floor.

Baird, recovering his balance on top of the ladder, looked down with dismay. One of the tablets seemed uninjured, but the other lay shattered into fragments, with the butterfly underneath. In consternation Baird hastened to pick up the pieces. In the midst of the debris the gorgeous amethystine butterfly lay broken and crushed irreparably. The other had not been damaged.

CHESTER entered the room, and Baird, who was on his knees collecting the fragments, looked up at him sorrowfully.

"I feel worse than I ever felt in my life," said Baird. He explained the accident; Chester with an impassive face tried to reorganize the smashed butterfly on the table. "If you'll give me addresses, I'll cable for another specimen; I want to replace it at once. I'm so mortified!"

"It's the rare one that I caught myself," said Chester, abandoning his fruitless attempt. "It was the only one in any private collection. It can't be replaced—until another specimen is captured."

"Can't it?" Baird's voice was as distressed as his eyes. "What can I do about it, Mr. Chester? I'll gladly make good the loss as far as it can be estimated financially. And if there's any collector down there that can be commissioned by cable—"

"No, there isn't, but never mind, Senator; forget it." Chester summoned fortitude and smiled. "I was going down to Mexico next month; I'll just extend my trip to Guatemala, and maybe I'll be lucky enough to pick up another of these fellows. Now let me show you some Heliconidae."

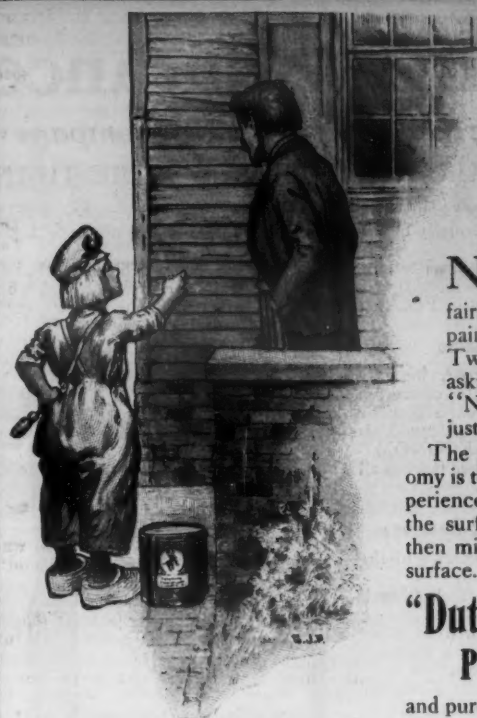
He pushed the ladder along with his foot.

"No, you're very kind, but I can't look at any more. I've imposed enough on your good nature and your time," said Baird. "My stupidity makes me ashamed to look another butterfly in the face."

"No, no," urged Chester, quite moved by such remorse. "It's a small matter. And I know you'll be interested in these." He had quite forgotten for the moment what a scoundrel Baird was in his political life; he took out a drawer and presented it to him much as if he were trying to coax a discouraged child.

HE was pleased when he saw the instant gleam in Baird's sorrowful eyes; he recognized then the genuineness of his interest.

"No," Baird said apathetically, "I don't deserve it.—They are beauties, though!—When I'm licked the way I was yesterday, I ought to have known enough to go straight home to my wife. I might have known if I didn't I'd make some break. And here I was feeling so proud



Don't Neglect Painting!

"Too bad you let this go so long. You will need the carpenter before the painter can begin his work."
—The Dutch Boy Painter.

NO wonder this poor man is distressed. His home fairly shrieks for paint and a repair bill stares him in the face. Two years ago his house was asking for paint, but he said, "Not yet, I must economize just now."

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and pure linseed oil. Don't stumble over the high price of oil. It is high, but a very little figuring will

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100 lbs. "Dutch Boy Painter" white lead	\$.....
4 gallons pure linseed oil
1 gallon turpentine
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This makes 8 gallons genuine old-fashioned paint.....	

Then, for your own satisfaction, just compare this cost with the price of any other paint you would think of using—and at the same time keep in mind the superior spreading power of old-fashioned lead and oil paint (at least 1/2 greater than the average paint).

Our Free Painting Helps

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TO PAINTERS: If you use "Dutch Boy Painter" white lead, ask for our "Painters' Blue List No. 554." It gives particulars.

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Singular as it may seem, there is no life-insurance company in this country, outside the POSTAL LIFE, where one can secure a policy, even though he go personally to an office of the company, and not have a portion of his premium paid out as an agent's commission by that company.

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These savings are not deferred, but are immediately credited; they may be converted at once into paid-up insurance each year, or may be withdrawn by the policyholder. This represents the striking, concrete ECONOMY of the POSTAL and distinguishes it from all other companies.

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Its policies are the standard policies of the State of New York.

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In these important respects the Company is in no way different from other high-class, standard companies; the non-employment of agents with the resulting savings to policyholders is the departure inaugurated by the POSTAL LIFE.

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Economy, not cheapness, is the Company's watchword, and it lives up to all its claims.

The public has so often found that a claim is not realized in fact, that we are often met with the query:

"Do I understand that the POSTAL LIFE actually saves to me the usual commissions paid to agents of other companies?" We are constantly replying that such understanding is correct; the POSTAL does this very thing; the Company saves the first year's commission to an agent and his renewal commission in subsequent years, credits it at once and pays it whenever the policyholder wants it.

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"How is the Company able to do this in view of its large advertising expense?" The reply is that the advertising expense of the Company is not so large. It is not, as you

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1st. Initial non-agency savings, greatly reducing your first year's premium.

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3rd. The usual contingent dividends reducing each year's premium still more.

will find upon examining the statements of other companies, even equal to what is spent by those companies simply to help the agent in his campaign for new business and to keep the company favorably before the public. We shall not spend this year in our magazine announcements, a sum that will require more than \$1.00 out of each policyholder's premium, which is certainly not excessive. It costs very little, comparatively speaking, to get into touch with quite a large number of people interested in life-insurance.

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What pleases the inquirer is that the POSTAL explains everything thoroughly in its official correspondence, giving him personal particulars regarding policy-forms and figuring out the actual cost in his case.

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Insist on Keepkool—if your dealer can't supply you, we will.

Men's Separate Garments 50c Boys' Separate Garments 25c

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Write for free catalogue and sample of Keepkool fabric.

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of myself! Not a word has a reporter got out of me—and now I'm more sorry and humiliated than if I'd unbosomed my disappointed and embittered soul to the entire staff of the Associated Press! Don't tempt me with your treasures any longer, Mr. Chester—don't tempt me—or I'll stay!"

Chester laughed with a gaiety unusual to him; he was a lonely, silent man who derived most of his humor from books. He spread drawers from Guatemala, Brazil, French Guiana, and Bolivia on the table. "Look here," he said persuasively. "You haven't begun to see my butterflies."

AT ONE o'clock Baird drew out his watch.

"Put it up; you're going to lunch with me," said Chester.

They had a cocktail together, and at luncheon a bottle of Burgundy. Toward the end of the luncheon Baird babbled freely of his intentions. He was done with politics; he was going to travel and live out of doors and catch butterflies and grow up to be a naturalist along with his boy.

And somehow, for the first time in his life, Chester believed in him. But a question which had been puzzling Chester now forced its way to the surface.

"You're a curious person," he remarked. "Don't you bear any resentment for all those editorials in the 'Eagle'?"

Baird smiled and lighted a cigarette.

"Why," he said, "I'm human. But then my better sense—imperfect as it is—tells me that you have the same right to your interests and the support of them as I have to mine. And when they clash with mine, you naturally fight for your own. I may have my opinion that sometimes you don't fight quite fair, but I've been in enough scraps to know that in nine cases out of ten the other fellow thinks he's fighting fair and means to do so. And when you've abused me, I've always managed to feel that it was because you were misinformed or because of an error of judgment or a warped point of view. And no sensible man is going to resent those things. Sometimes perhaps you've made me feel that some of your assaults on me were more or less justified. I suppose we all of us have things to regret. I might possibly have had more things to regret if the 'Eagle' hadn't always kept a rod in pickle for me."

For a little while Chester was silent. Then he spoke abruptly:

"About that butterfly that you smashed. I think the least you can do is to go to Guatemala with me and help me capture another."

"Would you really take me with you?"

"If you care to go."

"My dear sir, I'd have quit the Senate any time for the privilege of joining you on your expeditions. If you really wanted to get me out of politics, you had an easy way of doing it—if you'd only known!" They laughed together at the thought, and in that laugh their comradeship was established.

LATE that afternoon, when Baird was still absorbed in Chester's butterflies, the editor excused himself, saying that he had a leader to write for the next day's "Eagle." And the next day the "Eagle" published an editorial as follows:

POSTSCRIPT TO A VALEDICTORY

"We took pleasure yesterday in ushering Hon. Douglas Baird out of public life. We take equal pleasure to-day in welcoming him into the ranks of naturalists. Although Senator Baird's activities as a student and collector of butterflies are less well known than his political endeavors, it is our opinion that they have been less harmful in the past and are more promising for the future. If the report which reaches us is true, that it is his intention to devote himself henceforth to his studies in natural history, we feel that the plant whose thorn has long been in our flesh may yet vindicate itself by blooming. In his forthcoming expedition to the tropics in quest of butterflies, our ex-Senator will have our heartiest good wishes, whether he plies his silken net gracefully in the green forests of Guatemala or brandishes it bravely above the broad bogs of Brazil."

CHESTER cut out the editorial, wrote on it, "I hope you aren't repelled by the austerity of our official welcome," and mailed it to Baird, who had gone home the night before.

Baird wrote in reply: "I still hear the purring of remote thunder, and I am not sure that I shall ever accustom my face to the gentlest caresses of the 'Eagle's' talons. But the eagle is undoubtedly a good bird, and, since you think I can serve her best in a South American wilderness, I'm willing to try—in your company. Let me know when we're to start."

Think of the truck ten years from now.

YOU will realize your need for a motor-truck some day. But before you decide which make you will buy, think what condition that truck will be in after ten years of hard service.

Think over it well because the worth of any truck must rest largely on how rapid is its depreciation.

Insist that motor-truck makers show you records. Not one or two, but a good number covering a sufficient period of testing.

The Commer Truck can show an unusual number of remarkable records. In reality we cannot tell how long a Commer Truck will last because not one has ever worn

out. Every one of the first lot of Commer Trucks made seven years ago remains in successful service to-day. A good number have covered over 200,000 miles.

Judging from the average condition of the many seven year old Commer Trucks we have seen, we believe the life of a Commer is indefinite provided the maintenance is continued in an efficient manner. We can give you good proof on which we base this belief.

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2½-TON

3½-TON

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It took us two years to make up our minds that the Commer Truck was the best high-duty motor-truck in the world's market.

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We will do no theorizing, no generalizing. We ask you to get in touch with us because we shall confine ourselves strictly to facts which will concern you—not us. Address our Department A.

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